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Cole's 1944

GUIDE TO
MODERN GARDENING

600 Acres
of Everything that's
Good and Hardy



ROSE
Lowell Thomas
Described on Inside
Front Cover



ROSE, Fred Edmunds
Described on Inside Front Cover

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The
**COLE
NURSERY
CO.**

1881-1944

PAINESVILLE, OHIO

Cole Presents ~

YOUR GUIDE TO THE NEWEST AND FINEST HARDY PLANTS

THE COLE NURSERY COMPANY takes pride in offering you a complete line of the finer and newer things in the garden world. Since 1881 we have been catering to good gardening—that is, propagating and growing only the best things for your garden. Consequently, the experience of these 63 years goes with everything you purchase from us, plus the certainty of a business policy which has assured complete satisfaction to our customers for so long. We cordially invite you to visit our nursery, conveniently located on Route 20 on the west side of Painesville, Ohio.



DAPHNE *Somerset* (Plant Patent No. 315)

A deliciously fragrant and easy to grow new Hybrid Daphne that reaches its full height of 4 feet in a comparatively short time after planting. It grows nearly as wide as it does tall, but the branches do not droop. The blush-pink, delightfully scented, star-shaped flowers appear in May and June, and often again in the fall in giant clusters. They cast their bewitching fragrance for many feet around this delightful plant. Foliage is a lustrous, dark green and is retained throughout most of the winter. In warmer climes it is entirely evergreen. Perfectly hardy. 12 to 15 inches, \$1.00 each; \$2.75 for 3. Heavy 15 to 18 inches, \$2.00 each; \$5.75 for 3.

OUR COVER ROSES

1944
ALL-AMERICA
SELECTIONS

*Lowell
Thomas* (Plant
Patent
595)

Great, full-petaled lemon-chrome blooms open from lovely buds and have a high center, with the petals rolling outward, creating magnificent golden flowers over 4 inches across when open. They have a slight tea fragrance. \$2.00 each; \$5.00 for 3.

*Fred
Edmunds*
(Propagation Rights
Reserved)

Beautiful, long-shaped buds of burnt-orange open to sensational blooms of vivid, glowing reddish apricot color, which slowly changes to soft orange-pink. When fully opened, the velvety petals assume a pleasing crinkled form. The plant is notably healthy, vigorous growing, and possesses wonderful glossy foliage. Rich, lovely fragrance. \$2.00 each; \$5.00 for 3.

Our Guarantee

We guarantee all plant material to arrive in good, healthy condition. We are unable to consider any complaints made more than ten (10) days after the receipt of and acceptance of plants. We will replace at one-half (½) the listed price any plant, shrub, tree, etc., that fails to grow the season following planting. Report to be made before August 1st following.

Plants and other nursery stock sent as ordered, and received in good condition, cannot be returned for credit and we accept no obligation for their return.

How to Order

Payment in full should be sent with all orders. No C. O. D. orders accepted. Send money by recognized safe methods. Unregistered cash sent at your risk.

Packing: All stock will be packed free, using the most modern methods assuring perfect arrival.

Shipping: We prepay all delivery charges to Greater Cleveland. Elsewhere, orders will be sent shipping charges collect except for Roses, Perennials, Bulbs, and Vines, which will be prepaid to all points east of the Mississippi River and north of the states of Tennessee and North Carolina.

FREE Planting Instructions With Each Order

Please read them carefully for they tell simply how to be successful in planting and caring for your garden.

Items Not Listed

Send for Cole's "Green Book", which covers everything we grow. Evergreens, shade trees, and other items not listed herein are accurately described in our free complete price list.

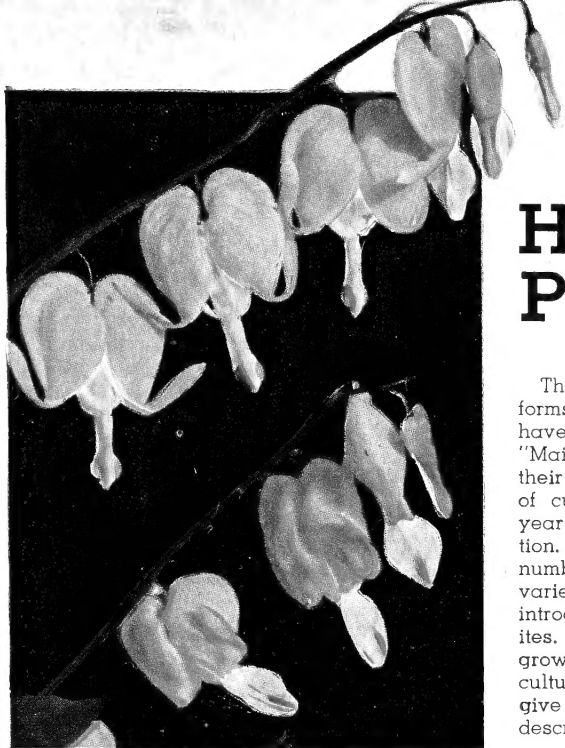
OHIO CUSTOMERS

Please include the usual 3% sales tax with your remittance, except in the case of fruit trees and fruit plants, which are exempt.

The COLE NURSERY CO.

1881 - 1944

PAINESVILLE, OHIO



Bleedingheart

Cole's HARDY PERENNIALS

Sent Postpaid

The wide color range, their varied flower forms, and many different habits of growth, have earned for hardy perennials the title, "Mainstays of the Garden." A great part of their popularity, though, is due to their ease of cultivation and the fact that they bloom year after year with only the slightest attention. We do not attempt to list here a large number of the immense range of species and varieties, but offer only the choicest of new introductions and the indispensable old favorites. All of them are strong, healthy plants, grown by experts, that, with reasonably good culture, will surely bloom the first year and give the utmost satisfaction. Figures after descriptions indicate height at maturity.

BLEEDINGHEART (*Dicentra*)

Eximia (The Fringed Bleedingheart). Dainty, rose-pink flowers in drooping racemes. Finely cut, fernlike foliage. May through August. Full shade or sun. 15 inches. 35c each; 90c for 3; \$2.75 for 10.

Spectabilis. This fine old favorite is more popular today than ever. Its long racemes of truly heart-shaped flowers with their little pendants lend a romantic touch to any garden. Grows 24 inches high. Plant 18 to 24 inches apart in shade or sun, in moist, rich soil. Valuable for planting in clumps. 50c each; \$1.35 for 3; \$3.90 for 10.

GIANT BLUE MOON (*Stokesia*)

One of the handsomest new introductions. The immense, blue, disk-like flowers, borne on sturdy 12- to 18-inch stems, are 5 to 6 inches across. Don't miss this vigorous, free-flowering variety. It blooms all summer and fall till frosts stop it. 12 to 18 inches. 50c each; \$1.35 for 3.



ANEMONE

Hupehensis superba. A new hybrid with the size of japonica and the free-blooming habit and color of the hupehensis. Flowers are reddish pink outside, deep rose-pink inside. Blooms freely September to frost. 2 feet. 50c each; \$1.35 for 3.

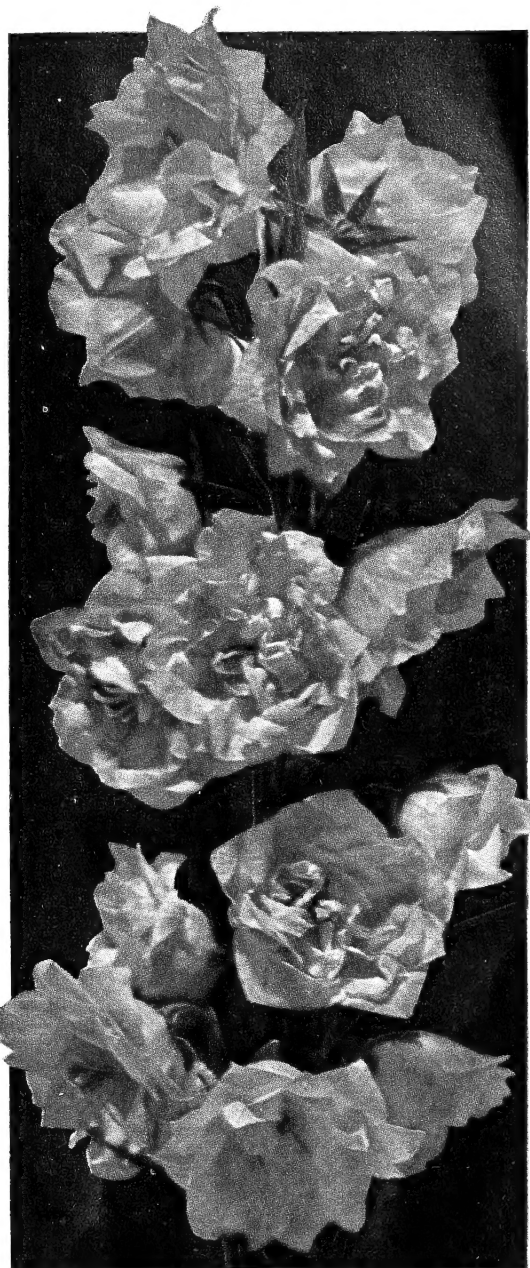
Double Anemone (japonica). 2 ft.

Queen Charlotte. Perfect flowers of enchanting La-France-pink.

Rubra flora plena. A great profusion of brilliant rose-red bloom.

Whirlwind. Large double white flowers of excellent form.

Above 3 varieties: 40c each; \$1.05 for 3.



NEW DOUBLE CAMPANULA

Pride of Exmouth. Glistening, double, china-blue Bellflowers on stately, erect stems. These extra large, fully double flowers, in magnificent profusion, are a picture no one forgets when they are in bloom. Here is a great improvement over the common varieties. Not a biennial, but a perennial that will live for years, blooming gloriously. Plant a cluster of three in your background today. You'll really take pride in the Pride of Exmouth. May and June. 2½ ft. 50c each; \$1.35 for 3.

A COLE SUPER SPECIAL

ANEMONE COLLECTION

- 1 Hupehensis superba
 - 1 Whirlwind
 - 1 Queen Charlotte
 - 1 Rubra flora plena
- Special, \$1.40
Value \$1.70



Beechwood Challenger

The Best New Hardy Asters

(Michaelmas Daisies)

Beautiful autumn-blooming perennials that produce an immense show of flowers suitable for cutting. Patient hybridizing has resulted in more exotic sizes and hues.

Beechwood Challenger. The closest to a pure crimson-red of any Aster we have yet seen. The plant is completely covered with these gorgeous red blossoms. 2½ feet. 45c each; \$1.20 for 3.

Blue Gown. Large, delightful, china-blue flowers. A tall, pyramidal specimen. One of the finest varieties grown. 4 ft. 50c each; \$1.35 for 3.

Harrington's Pink. The first truly pink Aster. This beautiful variety has been proclaimed from ocean to ocean for its color and profusion of bloom. 4 ft. 50c each; \$1.35 for 3.

Mount Everest. A mountain of pure white bloom. Flowers are produced right down to the ground on tall, well-shaped plants. Definitely the supreme white Aster. 4 ft. 45c each; \$1.20 for 3.

Petunia. Newest. A real, semi-double. A bright yellow center disc reflects warmly on the gay Petunia-purple rays. Flower-form is definitely new and different. 60c each; \$1.50 for 3.

Frikarti. Wonder of Staffa. Grand, lavender-blue flowers, 2½ in. across, in enormous quantities, June to frost. Plant is completely covered with blooms the entire season. Fine for cutting. Does well in either light shade or full sun. 2½ ft. 50c each; \$1.35 for 3.

A COLE SUPER SPECIAL

- 6 Newest Fall Asters—
1 each of the above
Value \$3.00 Special, \$2.40

Cole's Modern

Again this year, we have selected our Hardy Chrysanthemum list from the best of the more recent introductions. Countless varieties have been examined, both for quality of bloom, quantity of bloom, and habit of the plants. Growth and hardiness records of these varieties were looked into to see that they not only bloomed beautifully, but withstood hard winters. In this manner, variety after variety was eliminated from the list and new varieties were added until we believe here is a list of the leaders—the greatest 'Mums now available to the general public. You can't go wrong with this fine list of Hardy Chrysanthemums. Every one is a winner.

GARDEN CHRYSANTHEMUMS

Algonquin. A U. S. D. A. introduction. Extremely hardy. One of the earliest 'Mums to bloom in our fields. Very showy, double, brilliant yellow, three inches across. A grand variety in full bloom by September 10th. 1½ ft. 40c each; \$1.05 for 3.

Autumn Lights. A magnificent coppery bronze with gleaming orange overcast. The compact plant is completely hidden by the dazzling bloom. Unusually hardy. Late September. 1½ ft. 40c each; \$1.05 for 3.

Burgundy. Great double flowers of brilliant cerise to crimson. A very rare color is this glorious wine-red and it puts on a grand show in early October. 2½ ft. 40c each; \$1.05 for 3.

Cydonia. Brilliant orange-mahogany flowers, fully double, truly are outstanding. Fine, brightly colored sprays on erect, strong-stemmed plants. 2 ft. 40c each; \$1.05 for 3.

Dahlia Flower. New. Absolutely different from any other Chrysanthemum sold today. Flowers resemble the Cactus Dahlia or Spoon Chrysanthemums, but are much more compact and double. The color of its bloom is nearly indescribable, being a deep, rich red—an entrancing shade. Blooms gloriously from the middle of September until frost. Don't miss this one, it is truly worth raving about. 18 inches. 50c each; \$1.35 for 3.

Eugene A. Wander. A big hardy 'Mum of brilliant, glistening, golden yellow. Perfectly formed double flowers 4½ to 5 inches across. Branching habit; vigorous grower. In full, dazzling bloom by September 15th. 50c each; \$1.35 for 3.

Lavender Lady. One of the loveliest of all. Mammoth double flowers of true lavender. A strong, free-flowering hardy plant without a fault. Has full branching habits. Truly a headliner. Early October. 2½ ft. 40c each; \$1.05 for 3.

Little Joe. Newest. One of our own introductions, being offered for the first time this year. A lovable little Chrysanthemum that has never failed to draw enthusiastic comment from those who have seen it. Hundreds of silvery pink, tight, double, button-like flowers burst open early in the season, lasting to the end. The perfectly formed blooms do not fade to a dirty, objectionable color, but hold their pleasing pink shade. Grows 15 inches tall and up to 30 inches across. 75c each; \$2.00 for 3.

Mrs. Pierre S. DuPont. A variety acclaimed by the entire nation. Dominant shade in soft peach-pink, tinted with rosy salmon and fawn, the whole overcast with an indescribable luminous sheen. The color resembles the bud of the glorious Mrs. P. S. du Pont Rose. Is fully double and produces enormous sprays on strong stems. Very adaptable to cutting. Early October. 2½ ft. 50c each; \$1.35 for 3.

Pomponette. New. Magnificent masses of brilliant Tyrolean yellow overcast gently with golden bronze. This variety has eye-appeal, cutting qualities, and sturdy growth that make it outstanding. Mid-September to frost. 1½ ft. 65c each; \$1.65 for 3.

Rose Glow. A very worth-while, recent introduction. Lovely raspberry-rose-pink blossoms that shade to an even more pleasing old rose with age. Showers of exquisite color on husky, upright stems. You'll like it. Early October. 1½ ft. 40c each; \$1.05 for 3.

Sensation. A new variety that is truly a sensation. The large blooms are yellow with every petal tipped and marbled scarlet giving the appearance of an unusually beautiful Gaillardia. Late September. 2 ft. 60c each; \$1.50 for 3.

Cole's Famous "Cactim", Sun Gold. A great beauty, an asset to any garden. Large, compact, pure golden yellow flowers, 5 inches across, with petals slightly quilled at the ends. Last 10 days to 2 weeks when cut. Very hardy. Late October. 2½ ft. 60c each; \$1.50 for 3.

White Doty. The supreme white Pompon. A pure, unchanging white that outlasts all other Chrysanthemums. Truly a treasure. 40c each; \$1.05 for 3.

White Knight. The need for a good, large double white has long been felt. Here is the newest. A big, fluffy white 'Mum that fills the need perfectly. A profusion of double, 3-inch blooms; pure white, on a sturdy, upright bush. Begins in mid-September and lasts until frost. 75c each; \$2.00 for 3.



Autumn Lights
Burgundy
Pomponette

Algonquin
Mrs. P. S. DuPont
Cydonia

A COLE SUPER SPECIAL

Cole's justly famous Riot of Color
Chrysanthemum Collection

- 1 Burgundy
- 1 Eugene A. Wander
- 1 Dahlia Flower
- 1 Mrs. P. S. DuPont
- 1 Rose Glow
- 1 White Doty

SPECIAL,
\$1.70
Value \$2.70

Ultra-Modern Chrysanthemums

- 1 Lavender Lassie
- 1 Little Joe
- 1 Pomponette
- 1 Red Velvet
- 1 Sensation

SPECIAL,
\$2.45
Value \$3.30

CHRYSANTHEMUMS

NEW CUSHION POMPONS

This is a new group of 'Mums that grow in the shape of the famous Cushion or Azalea-mums and have the extremely useful and well-formed bloom of the Pompon Chrysanthemums. All produce enormous sprays of 1½-inch flowers on mound-shaped plants 18 inches high and even wider.

September Bronze. The warm gold-bronze tints of autumn.

September Cloud. Purest ivory-white with soft primrose shading in center.

September Gold. Vibrant golden yellow flowers, trim and neat.

Prices of the above 3 new Pompons: 50c each; \$1.35 for 3.

Special: 1 each of the above for \$1.35.

CUSHION 'MUMS

Low-growing mounds of profuse bloom. Plants grow 10 to 12 inches high and spread 2 feet or more, and are completely blanketed with hundreds of flowers from September till frost. Don't forget to include several of these little beauties with your order. They may be used in front of evergreens to add fall color, in the perennial border, or where extreme hardiness is necessary.

Amelia. The famous Pink Cushion.

King. Coppery bronze to dull red.

Queen. Silvery white.

Hector. Pure, brilliant, golden yellow.

Prices, above 4 Cushion 'Mums: 40c each; \$1.05 for 3; \$3.25 for 10.

Bronze-Gold. Newest brilliant Cushion 'Mum. Entirely distinct from other cushion types in its most desirable flowering habit. A fluffy, gorgeous mass of gold tinted with bronze from mid-September until the season ends. Grows 2 feet tall and up to 3 ft. wide. A grand bit of color. 65c each; \$1.65 for 3.

Santa Claus. The new, superior, red Cushion 'Mum. Grows slightly taller than the common Cushion 'Mum, but in a broad mound bearing hundreds of brilliant, rich red blooms. Flowers are large, 2½ inches across, completely double. Striking example of horticultural development. Early October. 60c each; \$1.50 for 3.

A COLE SUPER SPECIAL

6 Cushion 'Mums—1 each Amelia, King, Queen, and Hector, plus Santa Claus and Bronze-Gold.

Special \$2.30

Value \$2.85

Delightfully Different SPOON 'MUMS

Nothing in our gardens has excited as much comment as this distinct, new range of uniquely formed 'Mums, having graceful petals of tubular shape flattened at the tips to resemble a spoon. We have selected five of the newest varieties which carried sufficient appeal and merit to pass our rigid requirements. Be the first in your neighborhood to display this group of unusual novelties.

Golden. A clear, glowing old gold. Compact flower form.

Jasper. Ivory and gold tubes with jasper-red spoon. Very striking.

Orchid. Mammoth flowers of a clear orchid-pink.

Rose. The warm, shining color of the American Beauty Rose.

Silver. Pure white with an intense silver sheen, clear to the center.

Prices above novel Spoons: 60c each; \$1.50 for 3.

A COLE SUPER SPECIAL

1 each of these new Spoons.

SPECIAL, \$2.40

Value \$3.00

NEW 'MUMS FOR 1943

Still "Tops" in 1944

Red Velvet. A glorious new crimson whose beauty surpasses any description. The shapely flowers are carried on graceful, erect stems furnished with healthy, dark foliage right down to the ground. The color is an unfading, velvety crimson. The lustrous foliage makes the plant itself a thing of beauty even before flowering. 2 ft. Early October. 65c each; \$1.65 for 3.

Lavender Lassie. A miniature reproduction of the ever-popular Lavender Lady in the cushion pompon type. Its fully double flowers, 2 inches in diameter, are the same lovely color as Lavender Lady. The plants, 2 feet high, and often 3 feet across, are simply smothered with these fascinating double pompon flowers. Late September. 65c each; \$1.65 for 3.

Ruby Pompon. A rich, glowing ruby-crimson. A color you need in the group of useful pompons. No 'Mum surpasses it in its profusion of pulse-quickenning color. Add Ruby Pompon to your list now. 2 ft. Early October. 65c each; \$1.65 for 3.



Rose
Golden

Spoon 'Mums

Silver
Jasper
Orchid



COLUMBINE

"Star-Lite" Hybrids

Trade-Mark

A magnificent new strain of Columbines originated at Cole's. Giant spurred beauties in a marvelous array of rich colors and color combinations. All the shades of the rainbow are present in this exquisite mixture. Robust growth, large quantities of bloom, and mammoth flowers 3 inches and more across, make these appealing beauties one of the outstanding creations in this modern day. 2 ft. 45c each; \$1.20 for 3; \$3.50 for 10.



GOLDEN DAISIES

(Doronicum)

Mme. Mason. New. Fine, large, bright yellow flowers with brilliant orange center discs. The plants are compact and have stiff, long stems, that, coupled with the beauty of the flowers, have caused this plant to be chosen as one of the finer cutting subjects. Blends beautifully with Tulips and other early spring bloom. Truly a dazzling specimen. 1½ ft. 50c each; \$1.35 for 3.

Everblooming HARDY CARNATIONS

Thrill to the glory of having these new greenhouse blooms in your own garden. They require no more care than any of the common perennials to flower magnificently practically all summer long. Be sure to cut the blooms for indoor decoration to keep the new bloom coming on.

Crimson King. Outstanding, beautiful, double crimson flowers on stems 12 to 14 inches long. These dazzling flowers are borne profusely all summer. Exceedingly brilliant. 45c each; \$1.20 for 3.

King of the Blacks. Large flowers of the deepest mahogany-maroon, almost black. Very free flowering. Its spicy fragrance is so intense that a spray of its flowers imparts a delightful aroma to the entire room. 12 inches. 40c each; \$1.05 for 3.

Old Spice. (Pat. No. 499.) A new ever-blooming hybrid, rich salmon-pink. Bears myriads of well-formed blooms of spicy fragrance all summer. Neat, cushion-like plant. Lasts indefinitely when cut. 12 inches. 60c each; \$1.50 for 3.

Rose Unique. A new, improved, ever-blooming variety having the loveliest pleasing pink color you can imagine. Loads of entrancing, very fragrant Carnation flowers on 15-inch stems. Fine for cutting. Are borne from June until severe frost. 50c each; \$1.35 for 3.



A COLE SUPER SPECIAL
4 plants—1 each of these
4 superior varieties.
Special \$1.60
Value \$1.95



BABY'S BREATH (Gypsophila)

Bristol Fairy. As misty as an angel's breath. Double flowers are pure white, fully 3 times the size of ordinary varieties. Extremely vigorous growth, 3 feet high and 4 feet across. Blooms all summer. 50c each; \$1.35 for 3.

Flamingo. We have a limited quantity of this rare, everblooming Baby's Breath. Foamy heads of lovely double pink blooms, as large as those of Bristol Fairy, deepen in color with autumn. Grows tall and bushy. Perfect for cutting. 3 ft. 90c each; \$2.40 for 3.

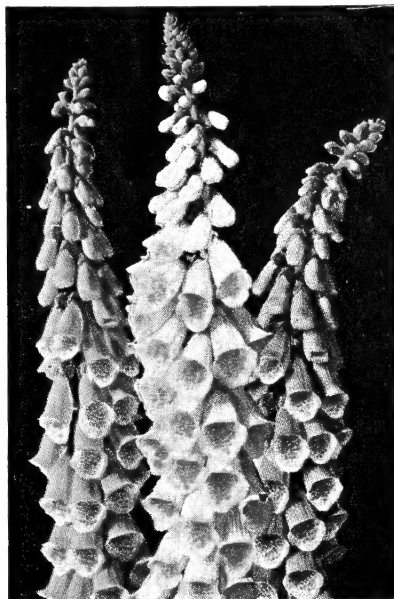
Dianthus, *Rose Cushion*

A new, distinct Dianthus. It is different from anything you have ever seen in your garden. The plant grows in a perfectly compact little cushion and when seen in a light snow, the ever-green foliage makes it appear as an emerald in a setting of fluffy cotton. It does not spread along the ground in an unruly manner, but holds its perfectly tufted shape. In May and through June, its simply exquisite rose-colored flowers leap forth from this magnificent foliage to cover the entire plant in a burst of color. Truly an exciting addition to the front of your perennial border or to your rockery. 6 inches. 40c each; \$1.05 for 3; \$3.15 for 10.

GIANT *Hybrid Delphiniums*

GIANT PACIFIC STRAINS

The finest Delphiniums ever introduced to the public. Since their origination, these new hybrids have swept the country. Gardeners have enthusiastically proclaimed their doubleness of form, their great color range, and their size, to be the most amazing they have ever seen. The flowers average 2 to 3 inches in diameter and are carried on 3- to 5-ft. spikes. Cole offers the latest developments in this magnificent strain. **Black Knight, Blue Jay, Guinevere, Percival, King Arthur and Sir Galahad as a Mixture.** All are double.



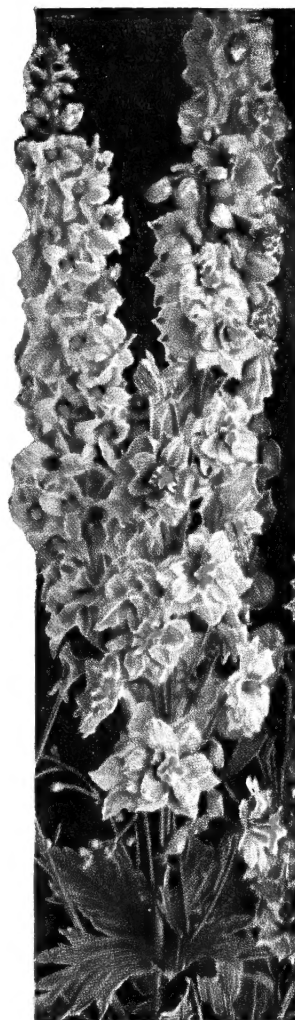
GIANT FOXGLOVES

Shirley Hybrids. Flower heads over 3 feet long made up of large, bell-shaped blossoms ranging from white to shell-pink to deepest rose. Many dotted crimson on maroon. Thrives in slight shade or full sun. 75c for 3; \$2.25 for 10.

We cannot sell individual series, but will ship a well-balanced assortment, selected by us for each order. 50c each; 3 for \$1.35; 10 for \$3.95.

BLACKMORE AND LANGDON HYBRIDS

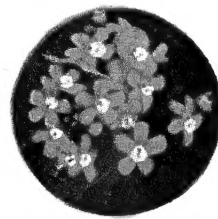
The true, original English strain. One of the best developments in the garden Delphinium. A glorious mixture of doubles, semi-doubles, and singles in the most delicate colors and shades seen in the family. Enormous flowers produced solidly on graceful, erect spikes of great height. They are our most graceful background plants. 3 for 95c; 10 for \$2.50; 25 for \$4.95.



DEEP BLUE FORGET-ME-NOT

(*Anchusa myosotidiflora*)

Extremely distinct plant, bearing its bright gentian-blue Forget-Me-Not flowers in clusters during May and June. A truly charming dwarf specimen. It is happy in either shade or sun. 12 inches. 40c each; \$1.05 for 3; \$2.75 for 10.



Queen of Hearts

CORALBELLS (Heuchera)

Charming new variety having much larger bells than the older kinds. Color is a glistening coral-red. Stunning in dainty bouquets; keeps well. Clusters of bright bells on erect stems 18 inches high. May to July. 50c each; \$1.35 for 3.

SPITFIRE

New brilliant red Coralbell. A grand little plant that bears its long racemes of bright, deep scarlet bells from June to September. This one really excited us. Tall, strong stems, fine for cutting. 50c each; \$1.35 for 3.

Special!

2 Spitfire
2 Queen of Hearts

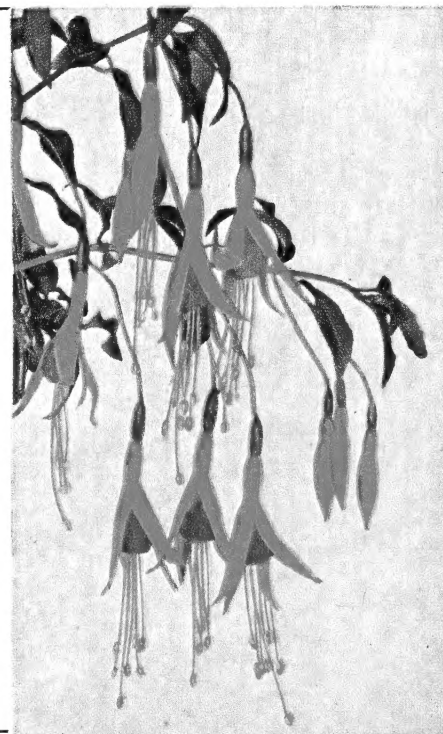
\$1.50

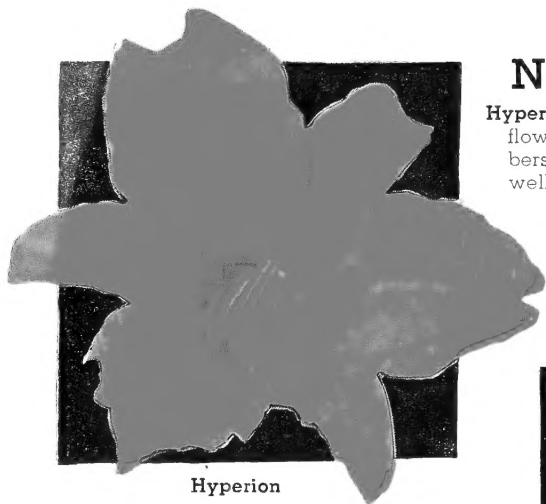
COLE'S OWN HARDY EVERBLOOMING

Fuchsias

Scarlet Beauty. (Plant Patent No. 440.) First sold in 1940—still going strong. Just picture to yourself a plant 3 feet high having 20 to 30 stems covered with as many as 500 flowers at one time. It is extremely hardy; requires no protection over the winter and leaps from the ground in the spring and presents its gorgeous array of flowers. They last from early July until frost. The lovely, flaming red, pendent blooms with shining purple corollas cover the glossy, holly-green foliage. Will grow about 2 feet high the first year and reach maximum height of about 3 feet the second year. Strong, 1-yr. plants, 60c each; \$1.50 for 3. 2 yr., extra strong plants, \$1.00 each; \$2.50 for 3.

Senorita. (Not patented.) Senorita is the first offspring of the famed Fuchsia Scarlet Beauty and is even more lovely, more breathtaking than this great favorite. Senorita is extremely hardy and grows vigorously. Plants are upright, very compact, with the same glossy, holly-green foliage. The jewelled, pendent blooms, 2 to 3 inches long, are of flaming rose-red with a lovely mulberry-purple corolla. The beauty of the bloom is especially enhanced by the bursting of the stamens showing the bright golden yellow. Flowers in great abundance continuously from late July until frost. Reaches a height in about 2 years of 3 feet and a spread of 2½ feet. Here is a true sensation, so hardy that gardeners even as far north as Maine are raving about it. Strong 1-yr. plants, 75c each; \$1.75 for 3. 2-yr., extra husky plants, \$1.25 each; \$3.00 for 3.





Hyperion

NEW HEMEROCALLIS

Hyperion. The finest pale yellow available. Mammoth flowers are a fine citron-yellow borne in great numbers on stout 40-inch stems. Vigorous grower; does well in shade. June-August. 50c each; \$1.35 for 3.

Mikado. A conspicuous variety. Very large golden flowers tinged with orange. Dark green foliage; robust growth. 2½ ft. June and July. 45c each; \$1.20 for 3.

SPECIAL 2 Hyperion 2 Mikado \$1.25
Value \$1.90



GAILLARDIA

Burgundy. A lovely Burgundy-red flower of great beauty. A fine grower, excellent for cutting. Blooms all season. 2 ft. 35c each; 90c for 3.

Dazzler. Aptly named because its maroon flowers, tipped with bright golden yellow, are indeed very striking. Blooms continuously. 2 ft. 35c each; 90c for 3.

Goblin. A compact shapely little plant, lower growing than the others. Many stems carry hundreds of flowers in bright yellow and red. June until autumn. 15 inches. 35c each; 90c for 3.

Tangerine. A riot of color. Generous blooms of vivid tangerine-orange. Gives a striking effect all season. 2 ft. 35c each; 90c for 3.

A COLE SUPER SPECIAL

4 GAILLARDIAS
(1 each of 4 listed)
Value \$1.40
Special, \$1.10

8 GAILLARDIAS
(2 each of 4 listed)
Value \$2.80
Special, \$2.00



Regal Lily

Lilies

Cole's Lilies Are the Largest Blooming Size Bulbs Available

Coral. (*Tenuifolium*.) A charming, dainty, scarlet-red flower with waxy, strongly recurved petals. Brilliant, deep coloring. Grows well in either semi-shade or sun. June. 1½ ft. 30c each; 75c for 3; \$2.25 for 10.

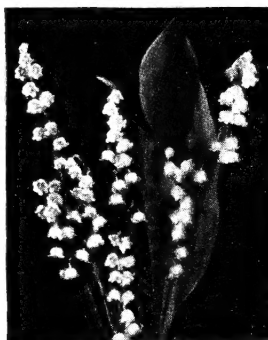
Philippine. The Hardy Easter Lily. Well shaped, large blooms are trumpet-like. Pure white with a lovely emerald-green throat. Blooms from August to frost. 5 ft. 50c each; \$1.35 for 3.

Regal. The Royal Lily. Always the most popular Lily. One of the hardiest and most beautiful of all. Glorious long flowers of translucent white with gold shadings at throat; lilac-purple shadings on reverse of bloom. July. 4 ft. 45c each; \$1.20 for 3.

Red Russian. (*Umbellatum*.) A fool-proof Lily. Great clusters of bright red flowers shaded orange, on upright 2-ft. stems. Grows anywhere and in any soil. May and June. 40c each; \$1.05 for 3.

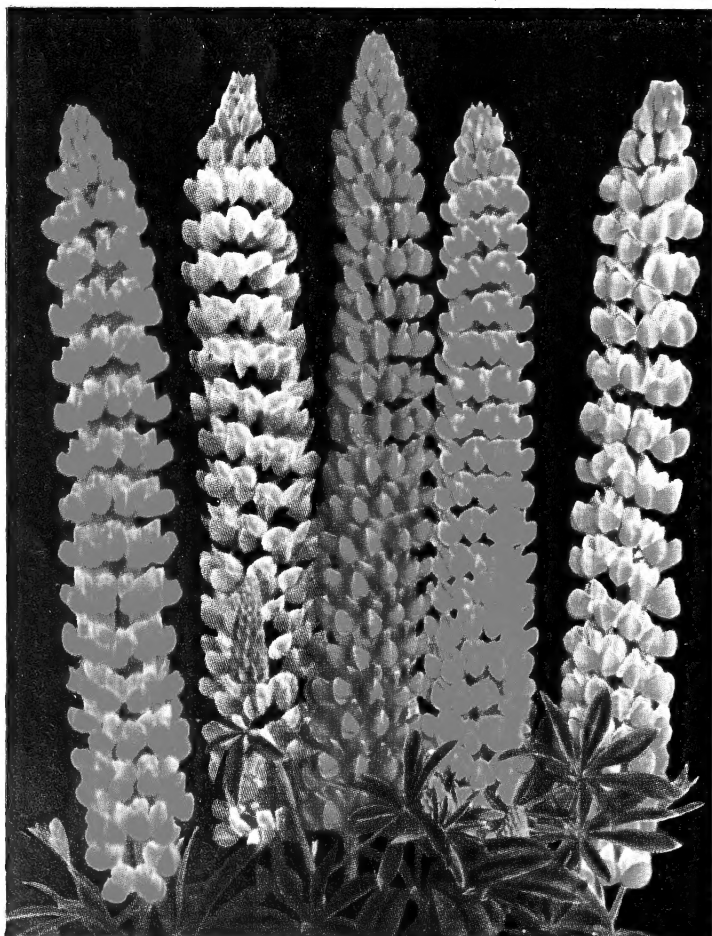
A COLE SUPER SPECIAL

1 each of the above 4 Lily Bulbs
Value \$1.65
Special, \$1.35
8 Lilies (2 each), for \$2.55



LILY-OF-THE-VALLEY

The newest strain of this old garden favorite. Larger bells, greater fragrance; free blooming. Enjoys full shade. Cole offers large clumps, 35c each; 90c for 3; \$2.75 for 10.



LUPINS

The Famous Russell Hybrids. Enormous, symmetrical flower spikes in all the colors of the rainbow from white to deepest violet, including many bicolors and tricolors. All the flowers on the 12- to 24-in. spikes open at one time, creating one of the finest displays in the garden. A "must have." June. 3 to 5 ft. 50c each; \$1.35 for 3; \$3.95 for 10.

Cole's New Double Painted Daisies

Three of the finest of those wonderful early summer flowers. Their masses of saucy, fully crested blooms come on strong, upright stems 2 ft. long. May and June. Plant in full sun; water in dry weather.

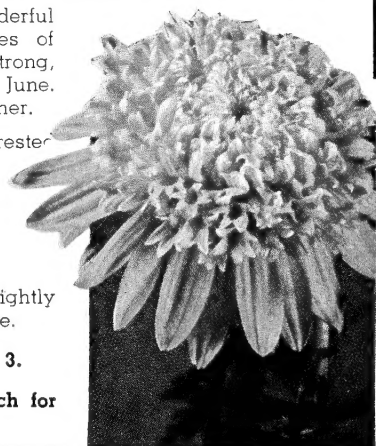
Dainty. Magnificent cherry-red. The crested center is the shade of crushed strawberries.

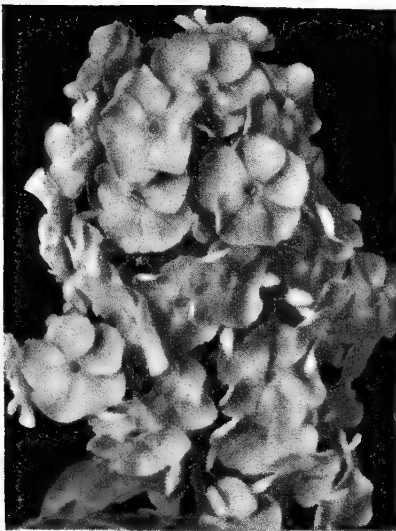
Miami Queen. Long guard petals of deep rose and a center tuft of dainty pink.

Rose Glory. Glowing rose-red, brightly tipped with carmine. Very profuse.

All varieties: 50c each; \$1.35 for 3.

Special Offer: All 3 for \$1.35; 2 each for \$2.55.





Ethel Pritchard

New Large-Flowered PENSTEMONS

Three new, everblooming Penstemons. Here are three sensational varieties of those much-beloved plants of the south now available to gardeners as far north as upper New York. Their Gloxinia-like flowers make a welcome display in any garden or perennial border.

Firebird. The newest. Enormous flowers, bright cherry-crimson touched with white at the throat. Myriads of blooms lead the plant from June until frost. Grand for cutting. 20 inches. 60c each; \$1.50 for 3.

Garnet. Lovely, rich, warm, glowing carmine. Great masses of this exquisite bloom render a profusion of flowers all summer from June until frost. Cannot be beat for cutting. 18 inches. 45c each; \$1.20 for 3.

A COLE SUPER SPECIAL

3 PENSTEMON
Special, \$1.25
1 each of above Value \$1.50

Pink Beauty. A lovely clear shell-pink. The Snapdragon-like flowers cover the 3-ft. stem all summer long. A worthy and contrasting companion to Firebird and Garnet. 45c each; \$1.20 for 3.

HARDY PHLOX

No other plant can give as much satisfaction for so little attention. The length of blooming period and the variety of color in great profusion put the Hardy Phlox in our list of necessary perennials. Plant in good garden soil 18 inches apart. This is a select list chosen from our growing stock of 50 varieties. Write to us for any not listed. Prices are for No. 1, field-grown plants.

Border Queen. Very rare and indeed lovely, with its enormous heads of unusually large, pure pink florets. Low-growing. 40c each; \$1.05 for 3.

Commando. A dark deep red that defies description. Florets are set off by contrasting light centers. Tall growing. 50c each; \$1.35 for 3.

Enchantress. Brilliant salmon-pink with a darker eye. A strong grower with rich green foliage. 35c each; 90c for 3.

Ethel Pritchard. A distinctive shade of orchid-blue. A most unusual color in Phlox. 35c each; 90c for 3.

Flash. New. Very effective flower heads of carmine-crimson with orange-scarlet centers. Very vigorous. 40c each; \$1.05 for 3.

Harvest Fire. New. Striking, salmon-orange flowers of extra large size. Good green foliage on tall, vigorous plants. 50c each; \$1.35 for 3.

Leo Schlageter. The world's favorite red Phlox. Glowing scarlet-carmine flowers with darker centers. Full, rich bloom heads on strong stems. 50c each; \$1.35 for 3.

Mia Ruys. Branching heads of glistening pure white create a picturesque effect. Mammoth trusses of clean white large florets. 40c each; \$1.05 for 3.

Progress. New. The only true blue Phlox. Extremely large flower heads and florets. Eyes are of deeper lavender-blue. 50c each; \$1.35 for 3.

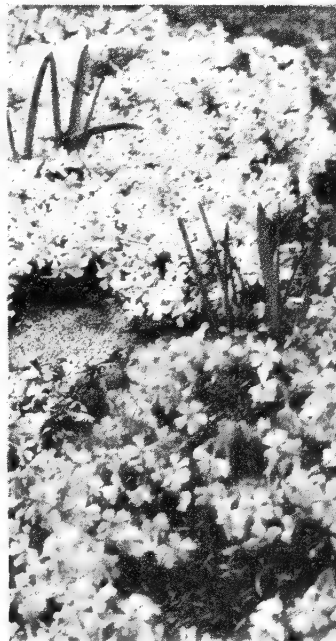
Salmon Beauty (Eva Foerster). New. Giant florets of delightful salmon-rose with a large white eye. Trusses are immense and perfectly shaped. 50c each; \$1.35 for 3.

A COLE SUPER SPECIAL

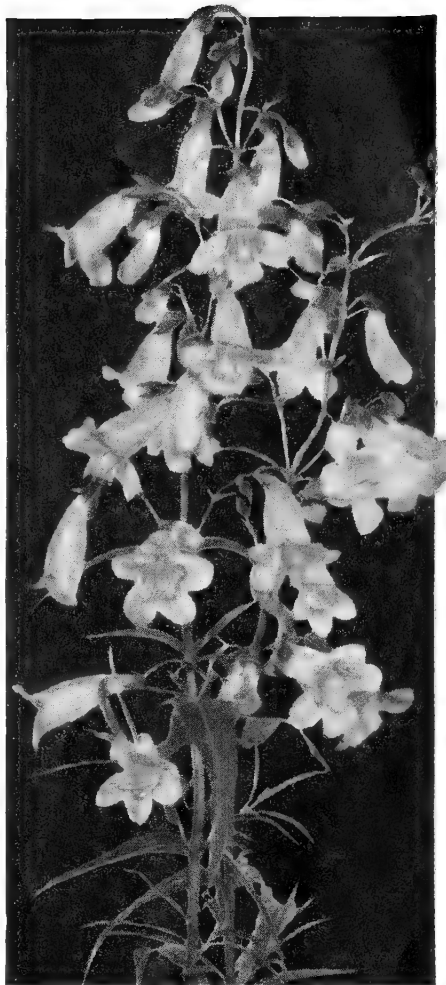
Outstanding varieties in a wide color range—many you will get are listed above. Strong, healthy plants worth from 35c to 60c each. 5 for 95c; 10 for \$1.75; 25 for \$3.50.

MAMMOTH SCARLET ROSEMALLOWS (Hibiscus)

New, giant-flowering. A display of huge, single, deep red flowers, often 6 inches across. Will throw from 50 to 100 blooms at a time. Deeply cut foliage turns a beautiful red in the fall. Very easy to grow. August. 6 ft. 45c each; \$1.20 for 3; \$3.00 for 10.



Phlox Subulata



Penstemon Garnet

Moss or Creeping Phlox

Early spring-flowering type with very decorative, mosslike foliage. Flowers are so profuse as to completely smother the plant during April, May and June.

Blue Hill. Showy, pale blue. Repeats in the fall. 35c each; 90c for 3.

Camla. A new, pure pink variety from England. Very neat and tidy. Bloomed continuously in our nursery this past summer. 40c each; \$1.05 for 3.

Dixie Brilliant. New. Immense, rosy red blooms. Moss-green foliage. 40c each; \$1.05 for 3.

Pearl. Pure white. Very neat, compact plant. 35c each; 90c for 3.

Vivid. Bright pink with dark pink eye. 35c each; 90c for 3.

A COLE SUPER SPECIAL

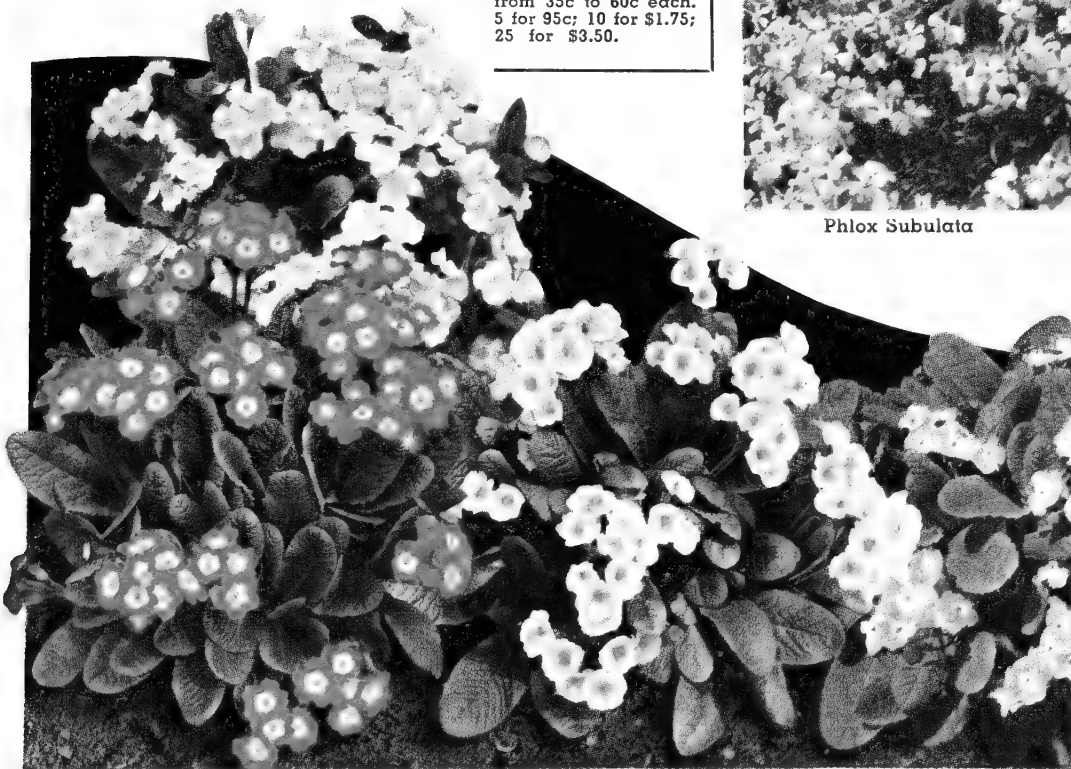
5 MOSS PHLOX	10 MOSS PHLOX
1 each of the above	2 each of the above
Special, \$1.50	Special, \$2.75
Value \$1.85	Value \$3.70

Cole's Giant Hybrid Primroses

A new, extra large-flowered strain grown from imported seed. Many new and unusual colors are represented including combinations of lilac, pink, coppery red, dark red, and yellow. Definitely a strain of exhibition quality. April and May. 12 inches. 40c each; \$1.05 for 3; \$3.15 for 10.

New Primrose, Helena

An unusual and highly distinct variety that is one of the easiest to grow. During April and May, it is smothered with rich, velvety purple flowers having an apricot eye. A bed of these is outstanding. 45c each; \$1.20 for 3; \$3.50 for 10.



Choicest New Oriental Poppies

Their ever-increasing popularity has inspired hybridizers to make improvements in the lovely Oriental Poppies. Their varied colors and shades—both brilliant and soft—have contributed greatly to the success of many gardens. Many listed here sold for as high as \$2.50 each only 2 years ago. Large, well-grown pot plants shipped for certain success.

Barr's White. A pure, fine white of velvety texture, with purplish black base. A superior new variety. 75c each; \$2.00 for 3.

Beauty of Livermore. One of the finest deep reds. Fine, large flowers. 45c each; \$1.20 for 3.

Cavalier. New, large, crinkly flowers of deep scarlet-red. The most popular dark red Poppy. 75c each; \$2.00 for 3.

Enchantress. The best of its color. Perfectly formed blooms of soft lilac-rose. A lovely variety with truly enchanting flowers. 60c each; \$1.50 for 3.

Helen Elizabeth. A top notcher, considered to be the best pink. Deeply crinkled petals are delicate La-France-pink with no trace of dark spots. Very long blooming period. 50c each; \$1.35 for 3.

Purity. A great new coral-pink, completely without spots or blemishes. Large, beautifully formed flowers. 50c each; \$1.35 for 3.

A COLE SUPER SPECIAL

ALL-AMERICAN POPPY COLLECTION

- 1 Barr's White
- 1 Cavalier
- 1 Enchantress
- 1 Helen Elizabeth
- 1 Salmon Glow

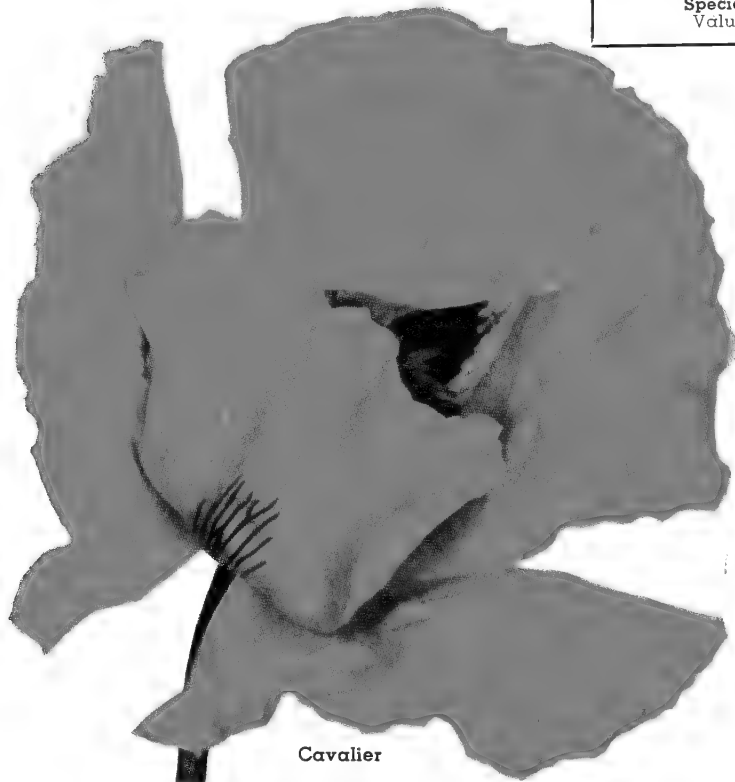
Special, \$1.95
Value \$3.20



Enchantress

Salmon Glow. The new double Poppy. The answer to a gardener's dream. Mammoth flowers, fully 8 inches across, are brilliant salmon-orange. Stiff, erect stems. Supply limited—order early. 60c each; \$1.50 for 3.

Sass Pink. The finest and largest pink Poppy. Delicate flesh-pink blooms of distinctly crepey texture with light blue-gray center. 50c each; \$1.35 for 3.



Cavalier

HELIANTHUS

Lodlon Gold. A new, tall-growing perennial, very effective either as a specimen or massed in the background. The huge, fully double blooms, bright yellow, are four or more inches across and cover the plant from top to bottom. Great masses of these Dahlia-like flowers are produced from late August through October. 4 to 5 ft., 45c each; \$1.20 for 3.

A COLE SUPER SPECIAL

POPPY SCHINZIANUM

Blooms all summer and fall. New, delicate buff-orange and pink. Larger blooms than usual. 3 ft. 30c each, 5 for \$1.00.

Everblooming SHASTA DAISIES

Chiffon. Flowers 3 inches across are fully double, daintily frilled and lacy. They are formed of 3 rows of narrow petals, fluted and flared at the edges. Always in bloom. Chiffon is daringly different. 18 inches. 60c each; \$1.50 for 3.

Esther Reed. Flowers up to 4 inches across, are of the purest white, completely double and fully crested. In bloom constantly from June through October. Invaluable for cutting. 18 inches. 50c each; \$1.35 for 3.

Mount Shasta. The newest and finest double Shasta Daisy. A mammoth beautiful, high-crested full double of lovely pure white. Guard petals underneath the crest are completely overlapping. Continuous bloom from late spring until frost. Sturdy and erect. 2 ft. 75c each; \$2.00 for 3.

Sensation. The largest Shasta Daisy you have ever seen. A variety selected as one of the most outstanding from a large group of single Shasta Daisies. Produces an unceasing bank of snow all summer. The giant 5-in. flowers with overlapping, stiff, pure white petals create a show not easily forgotten. 50c each; \$1.35 for 3.



Shasta Daisy, Sensation

A COLE SUPER SPECIAL

4 GREATEST SHASTA DAISIES

1 each of the above.
Value \$2.35

Special, \$1.80

SCABIOSA

(Bluebonnet)

Isaac House Hybrids. Their flowers on stems 18 to 24 inches long are of soft and pretty shades of blue. Flowering starts in June and continues until September. Considered the foremost variety, they are highly effective in the border planted in groups of three or more. Grand for cutting. 45c each; \$1.20 for 3.



Tritoma, Springtime



Viola,
Royal
Robe

Novel TRITOMAS

For new artistic effects in your garden, border, and foundation, Cole offers these new, improved Tritomas. All have graceful, deep green foliage from 15 to 18 inches high and bloom nearly the entire summer.

Cole's New Hybrids. An entirely different strain that resulted from an accidental cross in our fields. So many exotic colors and color combinations appeared that we were unable to separate them. Ivory, yellow, bright reds, coral and apricot shades and bicolors compose one of the grandest mixtures ever offered. Don't omit these from your order. 45c each; \$1.20 for 3; \$3.50 for 10.

Goldmine. Soft amber-tinted gold flower-heads up to 8 inches long on stout spikes 30 inches or more, 10 to 25 on 1 plant. Very long blooming season throughout the summer. Its stateliness and impressive copper color effect makes it an outstanding truly hardy addition to the garden. 50c each; \$1.35 for 3.

Springtime. (Plant Patent No. 318.) A fascinating new hardy Tritoma which flowers in early July. The upper part of the flower is rich coral-red, the lower half ivory-yellow. These sparkling and clear contrasting colors hold one's attention in a pleasing manner. Springtime has been tested for hardiness for five winters in all kinds of soil and has weathered these conditions without any protection. We heartily recommend this novelty. A well-established plant will produce as many as 10 to 15 flower spikes about 3 feet tall. They are very graceful and superb for cutting. 65c each; \$1.75 for 3.

TEUCRIUM
(Midget Box-wood). See Hedges, page 26).



VERONICA

Longifolia subsessilis. One of the true aristocrats of perennials. Heavy spikes, completely covered with blooms of an intense rich blue, are on stiff, 2-ft. stems. A glorious array of color from August throughout the fall. In spite of newer introductions, this variety remains unequaled as King of the Veronicas. 40c each; \$1.05 for 3.

TRADESCANTIA

New, beautiful, dwarf-growing type that blooms from spring throughout the summer, right up to frost. Some blooms are visible nearly every day. They are easy to grow and, in their full glory, will delight any gardener's eye. Will grow about 12 to 15 inches high.

Blue Stone. Rich blue flowers in enormous quantities. 50c each; \$1.35 for 3.

Purple Dome. Great clusters of brilliant purple flowers. 50c each; \$1.35 for 3.

Two of each for \$1.65.

A COLE SUPER SPECIAL

COLE'S SHADY SPOT Perennial Group

A surprise package of at least 10 different varieties, chosen by our experts.

10 Shadyspot Perennials for \$2.25. Minimum value \$3.00 to \$4.00.

25 Shadyspot Perennials for \$4.95. Minimum value \$7.00 to \$8.00.

COLE'S SUNNYSLOT Perennial Group

A surprise package of at least 10 different varieties, chosen by our experts.

10 Sunnyspot Perennials for \$2.25. Minimum value \$3.00 to \$4.00.

25 Sunnyspot Perennials for \$4.95. Minimum value \$7.00 to \$8.00.

SWEET VIOLETS (*Viola Odorata*)

Prince of Wales. Very lovely, sweet scented, deep rich purple. Handsome, dark green foliage that forms a dense carpet, once the plant is established. A bed of these, in a shady place, is a never-ending source of enjoyment. 40c each; \$1.05 for 3.

Rosina. Very choice, dainty, rose-pink blooms, deliciously fragrant. Wondrous display in spring and again in late autumn. If you don't already have Rosina, by all means get it. 45c each; \$1.20 for 3.

Royal Robe. A magnificent violet novelty of breath-taking beauty and size. Exceedingly fragrant blossoms of deep lustrous violet open out flat like a Pansy. Monstrous flowers on stems 10 inches long. Words are not equal to a complete description of their beauty. 55c each; \$1.40 for 3.

A COLE SUPER SPECIAL

3 plants—1 each of the above 3 Violets, \$1.15. Value \$1.40.

6 plants—2 each, \$2.20. Value \$2.80.

COLE RECOMMENDS for Shade

* denotes only light shade.

Anemone	*Hemerocallis
*Aster Frikarti	*Columbine
Bleedingheart	Coral Lily
Deep Blue Forget-Me-Not	
*Doronicum	Lily-of-the-Valley
Foxglove	Primroses
*Hardy Fuchsias	*Tradescantia

The Newest Patented Roses

Countess Vandal. (Plant Patent No. 38.) Aristocrat of the modern Roses. Long, tapering, stream-lined buds of delightful coppery bronze open to a glowing pink, tinted and softened with copper, salmon, and gold. \$1.25 each; \$3.15 for 3.

Crimson Glory. (Plant Patent No. 150.) Definitely the outstanding deep red Rose. Dozens of intense, deep crimson flowers produced on a free branching bush. Flowers are unusually large and of exquisite fragrance. \$1.25 each; \$3.15 for 3.

Dickson's Red. (Plant Patent No. 376.) All-America. Glowing scarlet-red that is outstanding in every respect. Large, beautiful form, non-fading color and rich fragrance are a few of its many attributes. \$1.25 each; \$3.15 for 3.

Grand Duchesse Charlotte. (Propagation Rights Reserved.) All-America. A new shade of red seen only in time-mellowed tapestries. A color hitherto unknown in Roses. Beautiful, long, stream-lined buds are rich claret color and open to firm-petaled blooms that gradually change to a lovely Begonia-rose. Delicately fragrant. \$1.50 each; \$3.75 for 3.

Mary Margaret McBride. (Plant Patent No. 537.) All-America. Perfect in form from the tight bud stage until the petals drop. Very full, double blooms are a clear deep coral-pink and have a gold suffusion at the base of petals. A never-fading beauty that will soon be in every Rose-lover's garden. \$1.50 each; \$3.75 for 3.

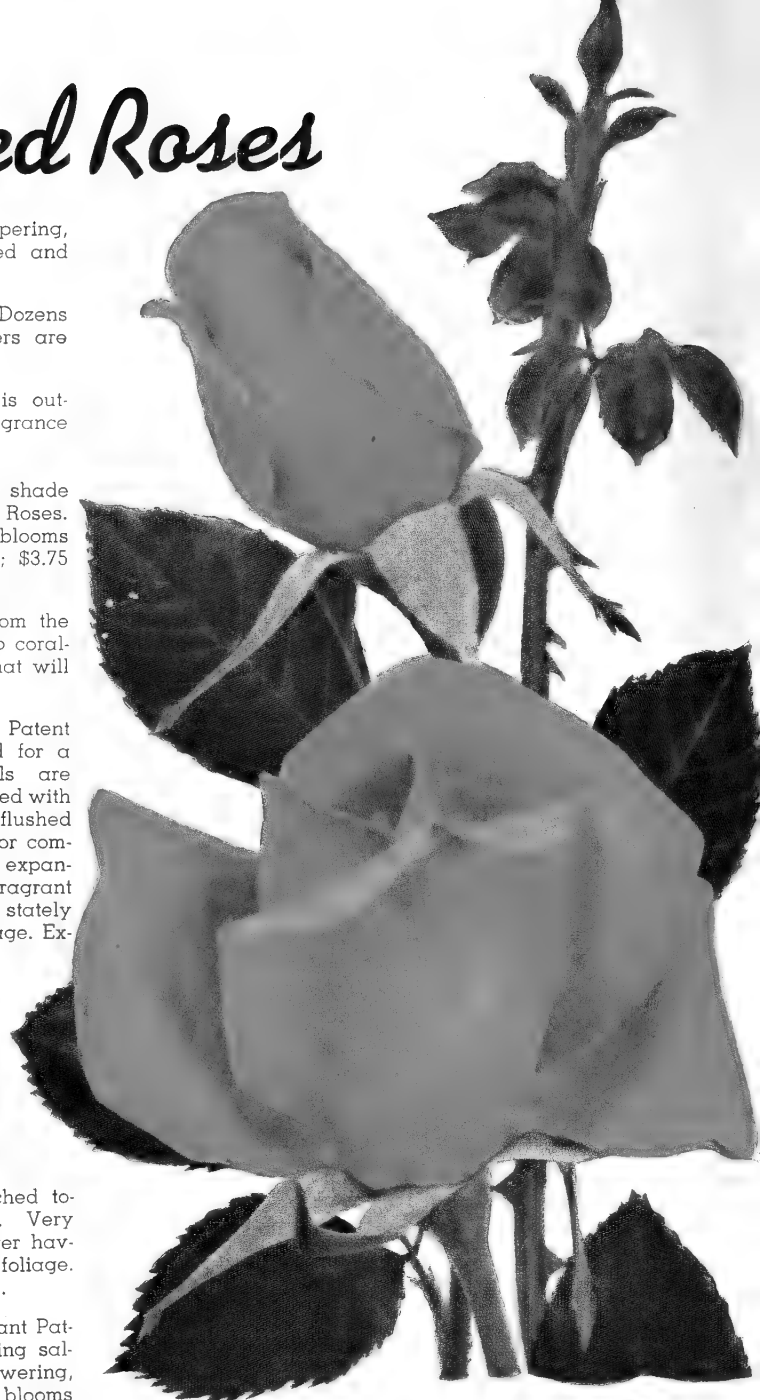
McGredy's Sunset. (Plant Patent No. 317.) Aptly named for a summer sunset. Petals are clear golden yellow edged with orange on outside and flushed with scarlet inside. Color combination heightened by expansion of bloom. Highly fragrant flowers are borne on a stately bush of dark green foliage. Excellent in hot weather. \$1.25 each; \$3.15 for 3.

Rex Anderson. (Plant Patent No. 305.) America's favorite new white Rose. A soft white with an ivory overcast, somewhat deeper in the center. Pleasantly perfumed large blooms are bunched together on long stems. Very free and vigorous grower having grayish green foliage. \$1.50 each; \$3.75 for 3.

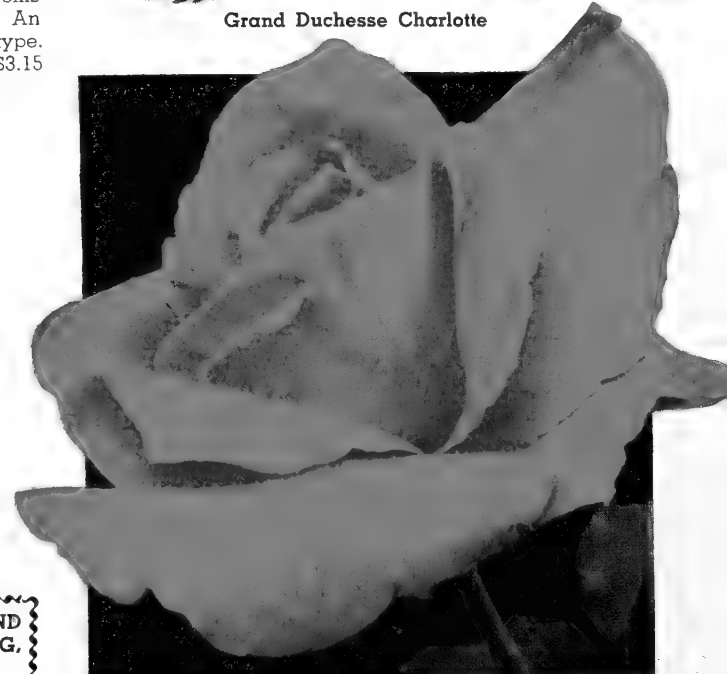
R. M. S. Queen Mary. (Plant Patent No. 249.) A charming salmon-pink. Constant flowering, it produces long-lasting blooms on straight, strong stems. An outstanding type. \$1.25 each; \$3.15 for 3.



Mary Margaret McBride



Grand Duchesse Charlotte



Crimson Glory

FOR ROSES NOT LISTED SEND
FOR COLE'S COMPLETE CATALOG,
"THE GREEN BOOK."

Hardy Climbing Roses

Selected for Their Hardiness and Abundance of Bloom

Blaze. (Plant Patent No. 10.) Blazing scarlet flowers, double and well shaped. A great supply of blooms over a long first blooming period, continuing to flower intermittently all season. An outstanding climber in every respect. \$1.25 each; \$3.15 for 3.

Climbing American Beauty. Large buds and flowers of deep rose-pink. The fully double, sweet-scented flowers cover the plant from base to top and are carried on long stems; fine for cutting. \$1.00 each; \$2.50 for 3.

Doublons. (Plant Patent No. 152.) One of the best all-purpose climbing Roses. Large golden flowers, fairly double, in delightful clusters, literally covering the plant for a long period. Foliage of a dark velvety green. Vigorous growth up to 12 feet in a season. \$1.25 each; \$3.15 for 3.

Dr. W. Van Fleet. Its long-pointed buds and flowers are a rich flesh-pink, on stems 12 to 18 inches long; splendid for cutting. Still one of the finest. \$1.00 each; \$2.50 for 3.

Flash. (Plant Patent No. 396.) All-America. The most vividly colored pillar Rose in existence. Striking yellow buds with scarlet suffusion open into a gleaming orange-scarlet. Fragrant. Attractive, dark green foliage. \$1.10 each; \$2.75 for 3.

King Midas. The longest-blooming Yellow Climber. (Plant Patent No. 586.) Extreme hardiness, resistance to disease, fast and easy growth, and its lavishly prolific flowering habits make this Rose a real treasure. Lovely, long buds, deep gold touched with red, slowly open to large, Hybrid-Tea-like flowers of a clear unfading yellow. The strong, medium long stems covered with glossy dark green foliage, become laden with 4- to 5-inch blooms in clusters of four to six. Truly a blessing to Rose lovers. \$1.50 each; 3 for \$3.75.



King
Midas

New Dawn. (Plant Patent No. 1.) Once called "the best hardy, everblooming Climbing Rose ever produced anywhere in the world." It really blooms all summer. Masses of large, soft pink flowers and delightful fragrance. \$1.50 each; \$3.75 for 3.

Paul's Scarlet Climber. Blooms are of a magnificent scarlet shade; semi-double and very freely produced in large clusters. Hardy and has very strong climbing habits; always popular. \$1.00 each; \$2.50 for 3.

Reveil Dijonnais. The most unique color of all climbers. Golden yellow buds striped with reddish pink open to semi-double flowers of golden yellow edged and marbled carmine and crimson. \$1.00 each; \$2.50 for 3.



Climbing Rose, Flash



COLE'S NEW HARDY PINK MYRTLE

COLE'S
NEW HARDY PINK

Crape MYRTLE

The Plant Sensation of the Time

The Southland's beloved plant now hardy to northern Massachusetts. Available in a strain that survives our cold northern winters to leap from the ground in the spring and present its breath-taking bloom to bless the home grounds. This new plant is continually covered from July till frost with buds bursting into glorious, fluffy, soft pink blooms having crinkled, crepelike petals. The flowers, as they fade in fall, still remain attractive with their bright green receptacles capped by many gold stamens. The foliage is dense, leathery, glossy green, on an upright, symmetrical bush. Here is a truly unsurpassed spectacle in summer bloom. May be easily grown in any good garden soil and should be given a loose mulch over the winter. Heavy plants, \$1.50 each; 3 for \$3.90.



Rouge Mallerin

COLE'S SUPREME HYBRID TEA ROSES

(Sent Prepaid)

For generations, thousands of gardeners have preferred Cole's Roses because of their thriftiness, hardiness, beauty, and dependability. As there are no substitutes for these qualities, Cole has adhered to the set policy of growing and offering only the best—those which pass our own rigid standards. Cole's Roses are, therefore, supreme!



Christopher Stone

Prices are for 2-year No. 1 plants in the XX Grade. Covered by Cole's liberal guarantee which is stated on the inside front cover.

Betty Uprichard. Large, salmon-pink flowers, the exterior orange-carmine, with rolling edges. \$1.00 each; \$2.50 for 3.

Christopher Stone. Scarlet-crimson with delicious fragrance. Not troubled by midsummer heat. Vigorous, upright grower. \$1.10 each; \$2.75 for 3.

Condesa de Sastago. The golden yellow buds, striped with old red, open to spicily scented blooms of coppery pink blushed yellow. Strong grower. \$1.10 each; \$2.75 for 3.

Director Rubio. Large, fluffy, cochineal-pink flowers produced singly on stiff stems. Profuse bloomer, vigorous grower. \$1.00 each; \$2.50 for 3.

Duquesa de Penaranda. Large, double flowers of Nasturtium-pink with shadings of orange and copper-apricot. Upright growing. \$1.10 each; \$2.75 for 3.

Editor McFarland. Clear, brilliant pink of perfect form. Long-lasting when cut. \$1.00 each; \$2.50 for 3.

Etoile de Hollande. Large, crimson flowers have a velvety sheen and especially fine fragrance. Perfectly lovely. \$1.00 each; \$2.50 for 3.

Glowing Carmine. Large, full, exhibition flowers of deep carmine-red. Long, ovoid buds. Very fragrant. \$1.10 each; \$2.75 for 3.

Golden Sastago. A buttercup-yellow sport of the beloved Condesa de Sastago. A vigorous grower; very free-flowering and fragrant. \$1.10 each; \$2.75 for 3.

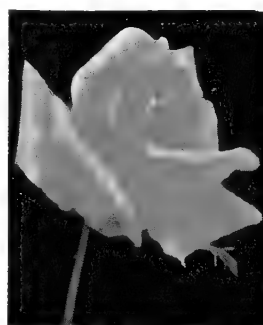
Joanna Hill. Large, full, fragrant flowers of clear yellow with orange-yellow heart. \$1.00 each; \$2.50 for 3.

Leonard Barron. Flowers when fully opened show a mixture of salmon-buff and shell-pink, well blended. Very large blooms; good grower. \$1.00 each; \$2.50 for 3.

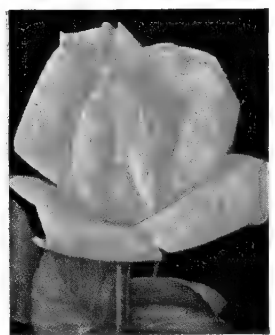
McGredy's Ivory. Very beautiful large double-formed flowers of soft creamy white, shading to yellow at the base. Very prolific and vigorous. \$1.10 each; \$2.75 for 3.



Condesa de Sastago



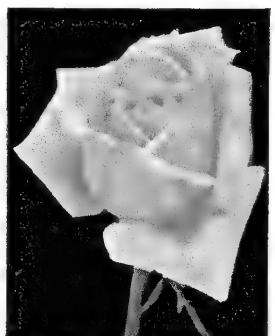
Duquesa de Penaranda



Joanna Hill



Mme. Joseph Perraud



Betty Uprichard



Leonard Barron



Mrs. E. P. Thom



Mme. Jules Boucne

McGredy's Scarlet. Fragrant double flowers of bright scarlet with orange-yellow flush at base of petals. The upper portions are crimson shaded. \$1.00 each; \$2.50 for 3.

Miss Rowena Thom. Enormous, fragrant buds and blooms of satiny pink, shaded orange-flame at center. Long strong stems. \$1.00 each; \$2.50 for 3.

Mme. Jos. Perraud. Bicolor. Long slender buds of Nasturtium-orange, opening to sweetly fragrant flowers of Nasturtium-buff, with just a touch of pale pink at the petal edges. \$1.10 each; \$2.75 for 3.

Mme. Jules Bouche. One of the best white everblooming Roses ever introduced. Large double fragrant flowers are of fine form. \$1.00 each; \$2.50 for 3.

Mrs. E. P. Thom. Perhaps the most abundant-flowered yellow garden Rose. Full, double, shapely flowers of lemon-yellow. \$1.00 each; \$2.50 for 3.

Nuntius Pacelli. Fragrant flowers opening creamy white and changing to the purest white. Very double and very prolific. \$1.10 each; \$2.75 for 3.

Poinsettia. The most brilliant red Rose ever produced. Long pointed, perfect buds; glowing fire-red. Fine as a cut flower. \$1.10 each; \$2.75 for 3.

President Herbert Hoover. Large flowers of a very charming combination of cerise-pink, flame, scarlet and yellow; very fragrant. \$1.00 each; \$2.50 for 3.

President Plumecocq. Ovoid coppery yellow buds open to large flowers of coppery buff tinted with salmon; fragrant and long lasting. \$1.10 each; \$2.75 for 3.

Rouge Mallerin. Clear red pointed buds open to glorious flowers of flaming scarlet of velvety sheen. Fragrant and a constant favorite. 3½-inch blooms. \$1.10 each; \$2.75 for 3.

Sister Therese. Chrome-yellow buds open to flowers of rich Daffodil-yellow; delightfully fragrant. A worth-while specimen. \$1.00 each; \$2.50 for 3.

A COLE SUPER SPECIAL

COLE'S COLOR ROSE GARDEN

Ten different varieties of Everblooming Hybrid Tea Roses. A careful selection of named, two-year-old plants, including all colors. This collection includes many outstanding favorites listed in this catalog.

Ten XX plants for \$6.80.

Ten A grade plants for \$4.95.

A COLE SUPER SPECIAL

JUSTLY FAMOUS COLE'S BARGAIN RAINBOW ROSE OFFER

These are all two-year-old, field-grown plants, somewhat lighter than our A grade. It is made up of our very finest varieties and will give complete satisfaction in every respect.

5 Hybrid Tea Roses, Assorted, \$1.85
10 Hybrid Tea Roses, Assorted, 3.35
20 Hybrid Tea Roses, Assorted, 5.90



The Colorful Floribunda ROSES

Floribundas have all the qualifications for Rose success even under the most trying conditions. Added to extreme hardiness they have unexcelled persistence of bloom. They make excellent long-lasting bouquets. Ideal for beds, borders, and grouping.

Anne Poulsen. (Plant Patent No. 182.) First to bloom. Hybrid-Tea size flowers, up to 4 inches across, are of scarlet, overshot with crimson. Sweet scented. 24-inch stems bear sprays of bloom; hardy, healthy foliage. \$1.00 each; \$2.50 for 3.

Betty Prior. (Plant Patent No. 340.) Large clusters of flowers open lively red, turning to delicate shell-pink. Continuous bloom throughout season. A rugged grower, abundantly branched. \$1.00 each; \$2.50 for 3.

(c) **Cole's Pink Lafayette.** One of our own introductions. Beautiful, semi-double, rose-pink blooms make it one of the most desirable border Roses in our collection. 90c each; \$2.30 for 3.

(c) **Else Poulsen.** Single, bright rose-pink flowers of large size. Very erect; free flowering through summer and late fall. 90c each; \$2.30 for 3.

(c) **Pink Gruss an Aachen.** The only shade-loving floribunda. Thrives in a semi-shady spot. Many clusters of orange-pink buds opening to deep soft pink. 90c each; \$2.30 for 3.

(c) **Kirsten Poulsen.** Very brilliant scarlet blooms in large clusters. Very free-blooming. A worthy addition to any rose bed. 90c each; \$2.30 for 3.

(c) **Lafayette Improved.** Deep, glowing red suffused with vivid crimson. A fine variety of great usefulness. 90c each; \$2.30 for 3.

Summer Snow. (Plant Patent No. 417.) Beautiful clusters of snow-white flowers. The most prolific of all white Floribundas. Tall growing and very hardy; blooms up to frost. Very useful for accenting. Fragrant. \$1.00 each; \$2.50 for 3.

World's Fair. (Plant Patent No. 362.) All-America. A sensational new addition to this group. Generous clusters of velvety, rich scarlet; alluring fragrance. Double, Hybrid-Tea-size flowers. Very hardy. \$1.00 each; \$2.50 for 3.

A COLE SUPER SPECIAL

FLORIBUNDA BEDDING COLLECTION

5 Plants—1 Each of the 5 Varieties

Marked (c) in the Listing
(Value \$4.50),

\$3.45

Super-Hardy HYBRID RUGOSA

GROOTENDORST SUPREME

An improved variety having large, fringed, cherry-red flowers borne on a fine, large, well-foliaged bush. Excellent as a hedge. \$1.00 each; \$2.50 for 3.



Rose Daphne

Garland Flower (Daphne Cneorum). 8 to 12 inches. One of the most delightful flowers you have ever seen. A small shrub that does not grow over 8 to 12 inches high, but will spread, in time, to make a plant 2 feet wide. In spring, at intervals during the summer, and again in early fall, it becomes gorgeously loaded down with delightfully fragrant, rose-pink flowers. Use it as an edging for evergreens and for the rock garden. Enjoys a little sun and likes lime. 6 to 9 in., B&B, 95c each; \$2.40 for 3. 9 to 12 in., B&B, \$1.35 each; \$3.50 for 3.

Cole's "Glory of America" ROSE COLLECTION

Ten finest Roses selected for their thriftiness, hardiness, dependability, and free-blooming qualities. All covered by Cole's guarantee as stated on page 2.

10 ROSES

AS PICTURED IN COLOR ON THESE 2 PAGES

XX Grade . . \$8.75

Finest Northern Grown Plants
Value \$10.50

A Grade . . . \$6.95

Slightly Lighter Than XX
Value \$8.75

5 Roses On This Page

XX Grade . . . \$4.80
A Grade . . . 3.85

5 Roses On This Page

XX Grade . . . \$4.80
A Grade . . . 3.85

- 1 Etoile de Hollande
- 2 Sister Therese
- 3 Pres. Plumeococq
- 4 Editor McFarland
- 5 Poinsettia
- 6 Golden Sastago
- 7 Miss Rowena Thom
- 8 Glowing Carmine
- 9 President Hoover
- 10 Nuntius Pacelli



CLIMBING VINES

Sent Prepaid.

NEW TRUMPET FLOWER, MME. GALLEN

An extremely lovely new hybrid variety of the trumpet-vine. Clusters of flaring blooms 3 inches across, appearing all summer, are rich apricot, tinted orange at the centers. It will cling readily to brick or wood without support. Use and admire Mme. Gallen where brightness and color are wanted. \$1.25 each; \$3.15 for 3.

SWEET AUTUMN CLEMATIS (*Paniculata*)

Very hardy, fast growing climber with dense green foliage which becomes covered with pure white, deliciously fragrant flowers in August and September. 2-year field-grown plants. 75c each; \$2.00 for 3.

LARGE-FLOWERED HYBRID CLEMATIS

New, exceptionally large flowered varieties. No other climbing vine gives the continuous display of color and all-around beauty of Hybrid Clematis.

Crimson King. Spectacular, large, crimson-red flowers with white center; a striking combination. Flowers often measure up to 6 inches. 2-year plants, \$1.40 each.

Mme. Baron Veillard. Lovely, large lilac-rose flowers in great quantities all summer. \$1.10 each; \$2.75 for 3.

Jackmani. Mammoth purple-blue flowers in amazing profusion. \$1.10 each; \$2.75 for 3.

Mme. Edouard Andre. Lovely large flowers of brilliant red. \$1.10 each; \$2.75 for 3.

Special!

1 Mme. Baron Veillard, 1 Jackmani, and 1 Mme. Edouard Andre, for \$2.75.

HONEYSUCKLE (*Lonicera*)

Goldflame. An exquisite new variety. Immense, showy clusters of trumpet-shaped buds with fragrant flowers, measuring up to seven inches across. Outside petals brilliant flame-pink, inside a creamy golden yellow. Dark glossy foliage. Can be sheared to form a hedge or shrub or allowed to grow naturally as a vine. Blooms freely from early spring until heavy frost. 2-year plants. 90c each; \$2.30 for 3.

Halliana (Hall's Honeysuckle). An extremely strong growing vine that spreads to form a dense mat. Because it roots deeply, it is one of the best vines for holding a bank. Evergreen foliage and fragrant, cream-colored flowers that appear all summer. Also fine for trellises. Plant 18 inches apart. 2-yr. plants. 60c each; \$1.40 for 3; \$3.75 for 10; \$7.50 for 25.

BOSTON IVY

The most widely used Ivy for covering brick, stone, or wood. Dense, lustrous green foliage takes on grand autumn tints. The blue berries add attractiveness in fall and early winter. 2-yr. plants, 65c each; \$1.50 for 3; \$4.00 for 10.

SILVER LACE VINE (*Polygonum*)

Large, fluffy, fleecelike white flowers in great foamy sprays. Grows very fast—often as much as 20 feet in a single year. Dense foliage forms a perfect screen of beauty for covering an undesirable spot. 2-yr. plants, 75c each; \$1.80 for 3.

MAGNIFICENT WISTERIA

The true-blue Wisteria. Massive, dense, weeping clusters of lovely blue flowers on a fast-growing vine. Foliage is glossy, light green. 75c each; \$2.00 for 3.

NEW HYBRID WISTERIAS

Lovely new hybrids—very long slender clusters of dainty, pea-shaped flowers. Blooming periods are long. These new varieties may be trained into tree-forms that will produce large, sturdy trunks. Just keep the lower branches trimmed off, allowing them to branch out only at the top.

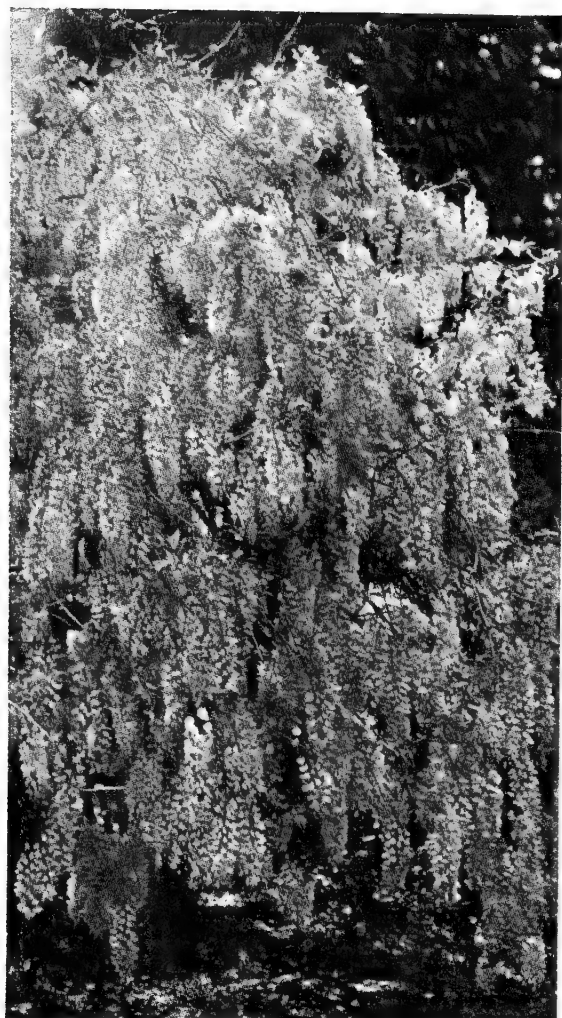
Fine, 2-year grafted plants: \$1.75 each; any 3 for \$4.00.

Floribunda rosea. The finest pink Wisteria. Very profuse blooms. Clusters 1½ ft. long.

Kyushaku. Translated, this means "nine feet." The lavender flower clusters actually do attain a length of 3 feet.

Shiro Noda. Lovely, pure white clusters 2 feet long.

Violacea plena. Double flowers of the deepest color. Dark purple clusters 1½ ft. long.



Wisteria

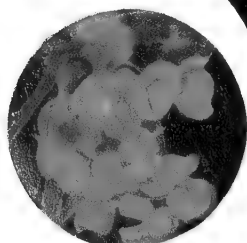
ORIENTAL BITTERSWEET

(*Celastrus*)

Nothing finer for winter bouquets. You can have these brilliant orange berries in your own back yard, they are so easily grown. We list the superior Oriental Bittersweet because it is certain to fruit and is completely covered with the very decorative berries throughout the fall season. A very rapid grower. Grows well in either sun or shade. 3-year-old, heavy field-grown plants. 90c each; \$2.30 for 3.



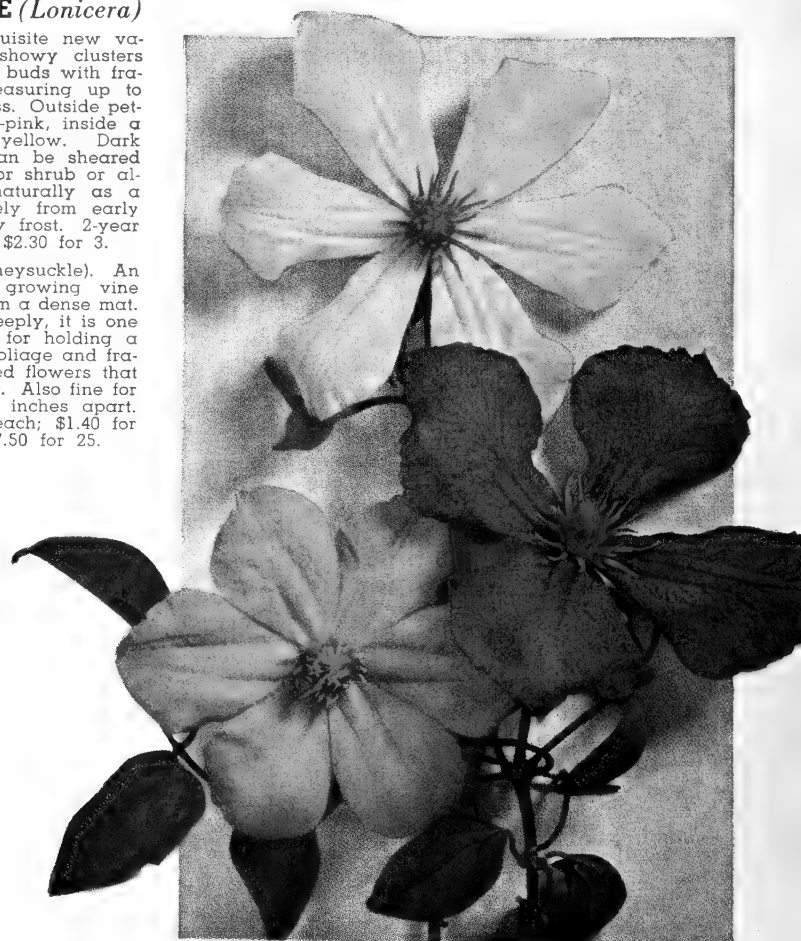
Hall's Honeysuckle



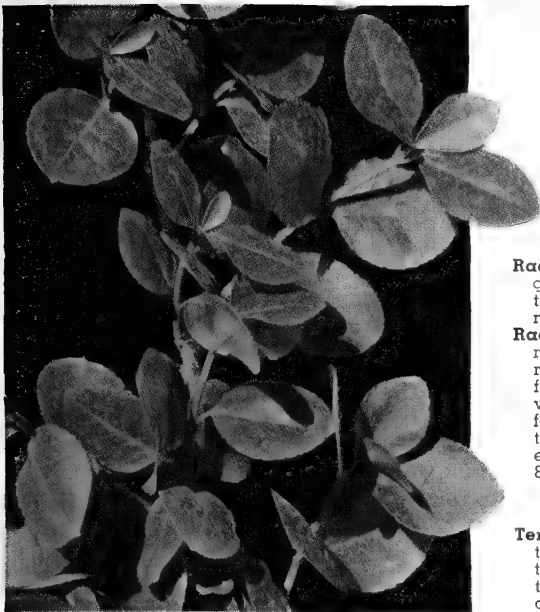
Oriental Bittersweet



Goldflame Honeysuckle



Clematis



Evergreen Bittersweet—Euonymus

Selected GROUND COVERS

Sent Prepaid.

Plant these in the bare spots of your lawn where grass just doesn't seem to grow. Put them around trunks of trees and on banks that wash. All are very fast growing and require a minimum of care; fine in deep shade.

EVERGREEN BITTERSWEET

(*Euonymus*) Not Prepaid.

Radicans (Wintercreeper). A fine, spreading evergreen vine. Very glossy leaves, compactly matting; pink fruit. Great for covering rocky banks, rough walls, tree trunks, etc.

Radicans colorata (Red-Leaf Wintercreeper). Large, round, glossy leaves and rapid spreading growth rooting every place it touches the ground. Good for retaining difficult banks or as a low growing vine, either in sun or partial shade. Dark green foliage turns bronzy red during autumn and in the winter. Prices above 2 varieties: 9 to 12 in., each 50c; 3 for \$1.25; 10, \$3.50. 15 to 18 in., each 85c; 3, \$2.25; 10, \$6.00.

PACHYSANDRA

Terminalis (Spurge). Considered the most satisfactory ground cover. Widely used in shady locations and rockeries, as it forms a dense carpet that is glossy green the year round. Also makes a very neat, clipped, dwarf edging. 6 to 8 inches high. Heavy field-grown, \$1.75 for 10; \$3.50 for 25; \$10.75 for 100.

HALL'S HONEYSUCKLE. See Vines, page 18.

POLYGONUM

Dwarf Reynoutria. A new ground cover that has proved to be one of the finest. A neat specimen, it is decorative all year. Becomes established quickly, making a bed that is more like many small shrubs planted close together than a vine. The pleasing green foliage edged and veined red, turns a brilliant red in the fall. Fragrant, pink sprays of flowers and the even more decorative seed clusters, appear in early fall and hang on for a long period. Enjoys a light, sunny position. Grows 4 to 6 inches high. 50c each; \$1.35 for 3; \$3.75 for 10.

MYRTLE (*Vinca*)

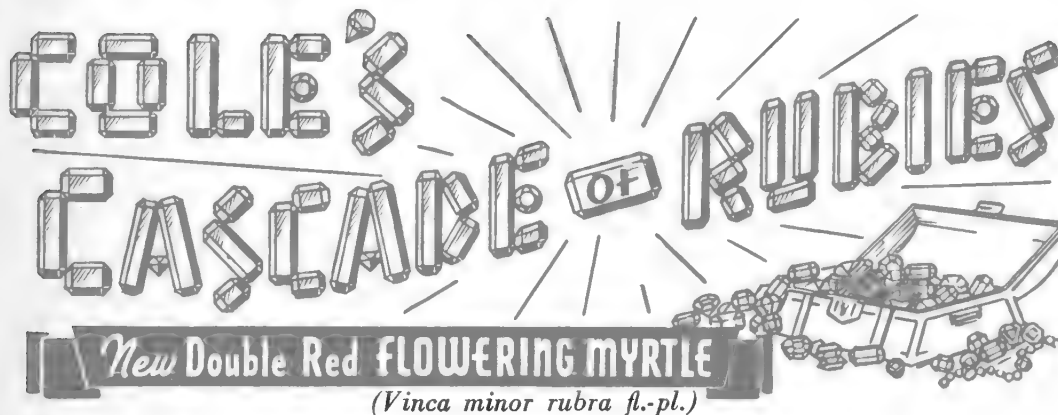
Minor. A trailing, evergreen ground cover used widely in shady places. Will thrive where many another plant will not grow. Small, thick, glossy green leaves and blue flowers. Spreads rapidly. Plant from 8 to 12 inches apart. Two-year field-grown, \$1.65 for 10; \$3.25 for 25; \$10.00 for 100.

Bowles' Variety. (Improved.) A new variety having runners which do not brown off. Leaves of stronger texture. Flowers are large; bright Eleanor-blue, produced in wild profusion in early spring with a sprinkling of bloom all summer. Strong plants, \$2.00 for 10; \$4.25 for 25; \$15.00 for 100.

Minor Alba. The rare white-flowered form of the common Myrtle. Excellent foliage. \$1.50 for 5; \$6.50 for 25; \$22.00 for 100.

WINTERGREEN

One of the most attractive ground covers known, for use with evergreens, Rhododendrons, and Azaleas. Glossy, thick green leaves hold their bright coloring the year round. In the spring they are plentifully supplied with dainty white flowers and in the late summer and fall with attractive, fragrant, red berries. The leaves and berries are highly valued for medicinal use as well as for flavor. Plant a few clumps of these under your foundation planting about 1 foot apart. Grow in sun, but prefer shade. 6 inches. Clumps, 85c for 3; \$2.45 for 10.



A mat of glistening emerald-green foliage, profusely set with ruby-like **double** flowers for many weeks during the spring season. Here is the ultimate in ground cover and low border plants. The foliage is even more beautiful and compact than other Myrtles. It thrives in either full sun or shade. Grows rapidly to form a solid mass. May be trimmed at the edges to formal shapes, but its uniform height requires no trimming. Ultimate height about 4 inches. For quick effect, plant 15 inches apart. \$2.00 for 5; \$8.75 for 25; \$30.00 for 100.

BROADLEAF EVERGREENS

Sent Express Collect.

EVERGREEN BITTERSWEET (*Euonymus*)

Glossy Wintercreeper (*Radicans carrierei*). Shiny, thick, heavy leaves. Forms a fine broad bush, or bushy vine. May be trained into many lovely shapes and forms. Excellent for a low hedge. Bears round pink fruits with orange-red coats in autumn. 9 to 12 in., 50 each; \$1.25 for 3; \$3.50 for 10. 15 to 18 in., 85c each; \$2.25 for 3; \$6.00 for 10.

HARDY AMERICAN CHRISTMAS HOLLY (*Ilex opaca*)

Everyone wants "Christmas Holly" in their gardens, but to date, the cost of large plants has been prohibitive to many. To meet this situation, Cole offers fine 3-year-old trees which will grow to larger size. As these plants are unisexual, the female only bearing the fruit, we recommend that you plant a minimum of 3 plants in a group within 5 feet of each other, if certain fruiting is desired. Fine 8- to 12-inch, husky field plants, \$1.00 each; \$2.50 for 3. 15 to 18 in., heavy field-grown, B&B, \$2.75 each; 2 for \$4.90.

OREGON HOLLYGRAPE (*Mahonia*)

Fine, holly-like leaves, shiny, large, metallic looking; bronzy red in autumn. In spring, large clusters of yellow flowers appear, followed by frosty blue fruit in July, which lasts well into the fall. One of the most attractive evergreens and very easy to grow. 12 to 15 in., 85c each; \$2.15 for 3.

SPECIAL OFFER OF RHODODENDRONS

Catawba Rhododendrons. Crimson buds open to huge clusters of lavender-pink flowers in late May. Dense, glossy green foliage. Healthy plants, 12 to 15 inches, grow to 5 ft. \$1.45 for 2; \$3.25 for 5; \$5.90 for 10.

Carolina Rhododendrons. Dwarf growing; blooms when very young. A mass of light, pure pink flowers in June. Blooms very profusely. Dark, olive-green leaves. Husky, branched plants 9 to 12 inches high—grow to 4 feet. \$1.45 for 2; \$3.25 for 5; \$5.90 for 10.

A COLE SUPER SPECIAL

4 RHODODENDRONS—\$2.50
2 Carolina 2 Catawba
Worth \$5.00



Rhododendron



Holly

Cole's Finest Flowering

Sent Express Collect

CHINESE FLAME AZALEA

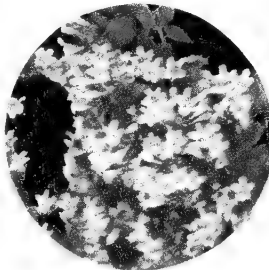
3 to 4 feet. The most successful Azalea in the North. The large, showy flowers precede the leaves in the springtime and their innumerable shades of orange, flame, yellow and salmon furnish a display of never-to-be-forgotten brilliance. Very hardy. Cole's Azaleas will flourish if planted in a somewhat shady location and in the correct soil. We suggest a half-and-half mixture of "Cole's Acid Peat" and any fairly good soil. Specially priced: 9 to 12 inches, \$1.25 each; 3 to \$3.25. 12 to 15 inches, \$1.75 each; 3 for \$4.50.



Chinese Flame Azalea

BEAUTY BUSH (*Kolkwitzia*)

8 feet. A specimen flowering shrub possessing great beauty and adaptability. While upright in growth, its branches arch down gracefully. During the blooming season in June, it is weighted down with lovely light pink, bell-shaped flowers. Very hardy and will grow under any soil conditions. 15 to 18 inches, 75c. 1½ to 2 ft., \$1.00. 2 to 3 ft., \$1.45.



Beauty Bush

DOUBLE PINK FLOWERING ALMOND (*Prunus glandulosa*)

4 feet. The earliest spring-flowering shrubs, in full bloom long before the leaves appear. Beautiful, double, brilliant pink blooms snuggle tight to the twigs, completely covering the bush. Fine for cutting. 1½ to 2 ft., 90c each. 2 to 3 ft., \$1.25 each.



Double Pink Flowering Almond

DWARF WINGED BURNING BUSH (*Euonymus alatus compacta*)

4 feet. A choice, rare, compact shrub noted for its unbelievable brilliance of foliage, fruit in the autumn, and unique cork-winged bark. Does well in partial shade or sun. 15 to 18 inches, \$1.15. 1½ to 2 ft., \$1.50.

BRILLIANT FIREBERRY (*Aronia brilliantissima*)

6 feet. Very pretty in April and May with an abundance of white flowers. Leaves are dark bronze-purple on top, and silvery green beneath. The brilliant fall foliage and berries of bright red carry well into the winter. Very attractive to birds. 1½ to 2 ft., 75c each; \$2.00 for 3.



Coralberry

CORALBERRY (*Symphoricarpos Chenaulti*)

4 feet. Cascades of foliage, flowers and berries. Fine decorative foliage that lasts well into the winter; bluish-pink flowers in the spring, and a wealth of coral-pink berries in the fall and through winter. Does well in shade or sun. Grows anywhere. 2 to 3 ft., 75c each; \$2.00 for 3.



BUTTERFLY BUSH- (*Summer Lilac*)

A group of new Buddleias with such outstanding beauty and rich coloring that no color picture can do them justice. Their striking, glowing beauty actually attracts Butterflies. Huge, long, highly colored spikes of bloom are carried in enormous sprays throughout summer and autumn. All are extremely hardy and will grow about 5 feet tall. Their use in cutting makes them invaluable. All will bloom gloriously the first year. Very easy to grow.

Charming. Lovely lavender-pink. 2-year plants, 75c each.

Concord. Intense purplish blue. The full luscious color of ripe Concord Grapes. 2-year plants, 75c each.

Dubonnet. Lovely Dubonnet lavender-red. Very strong growth. 2-year plants, 75c each.

Royal Purple. Brand new. A rich, deep, glowing purple. It is absolutely beyond any description. Extra long, very full spikes with close-set flowers. 90c each.

Royal Red. (Plant Patent Applied For.) The newest Buddleia. Finally one that can truly be called red, the color everyone has been waiting for. A real symphony in color. Very hardy. 90c each.

A COLE SUPER SPECIAL

3 BUDDLEIAS

1 Charming, 1 Dubonnet, 1 Royal Red
(Value \$2.40) \$1.95

5 Superb Buddleias. One each of all listed above—\$3.25 (Value \$4.05)

Blue Mist (*Caryopteris*) New for 1944

Another lovely southern plant available, now, in hardy form. A real contribution to the meager list of summer and fall flowering shrubs. It is covered from August till frost with many clusters of powdery blue fringed flowers. Blue Mist grows about 2½ feet tall and is perfectly rounded, forming a small mound about 2½ feet in diameter. When in bloom, the effect is of a huge cluster of sparkling amethysts in a silvery green setting. Even more beautiful than the tender variety it replaces. \$1.50 each; \$4.00 for 3.

and Ornamental Shrubs



Deutzia Gracilis

DEUTZIA

Gracilis. (Slender Deutzia.) 3 feet. A shrub of grace and beauty. Slender and erect, it has a fountain-like branching habit that is most effective. It is covered with creamy white flowers in the early spring. Does well in light shade and is particularly useful for edging paths and walks. May. 12 to 15 inch, 75c each; 3 for \$1.95; 10 for \$4.50. 15 to 18 inch, \$1.00 each; 3 for \$2.50; 10 for \$6.50.

FORSYTHIA (Golden Bells)

Spectabilis. 7 feet. One of the first shrubs to bloom in the spring; the profuse, bright yellow flowers appearing before the leaves. Tall upright growth makes it excellent for the border or background. Branches may be cut in late winter, brought indoors and forced into bloom. 18 to 24 inch, 65c. 2 to 3 ft., 85c. 3 to 4 ft., \$1.25.



Forsythia

Ovata. 4 feet. The newest and prettiest Golden Bell. Grows in a very compact, oval shape. Here is a Forsythia that can be and is best used as a specimen plant. Came to us from mysterious Korea. Magnificent sprays of bright yellow, sweetly scented flowers during February and March, even in freezing weather. 1½ to 2 ft., \$1.00 each; \$2.50 for 3. 2 to 3 ft., \$1.50 each; \$3.80 for 3.

DON'T MISS
Cole's Home Nursery Evergreens
(See page 31)



Honeysuckle Zabelli

HONEYSUCKLE (Lonicera)

Pink Tatarian. 8 feet. Lovely pink blooms nestled in the deep green leaves, cover this shrub with glory in early May. Bright red berries in the late summer. Grows tall and symmetrical. A fine accent plant. 1½ to 2 ft., 65c. 2 to 3 ft., 90c.

Zabelli. (New Red Honeysuckle.) 7 feet. A marvelous new improvement producing beautiful red flowers on a tall, well-formed bush. Very compact and erect. Brilliant red fruits in late summer. Highly decorative. 1½ to 2 ft., 75c each; 3 for \$1.95. 2 to 3 ft., \$1.00 each. 3 to 4 ft., \$1.40 each.



New Hybrid Golden Chain

NEW HYBRID GOLDEN CHAIN (*Laburnum Vossi*)

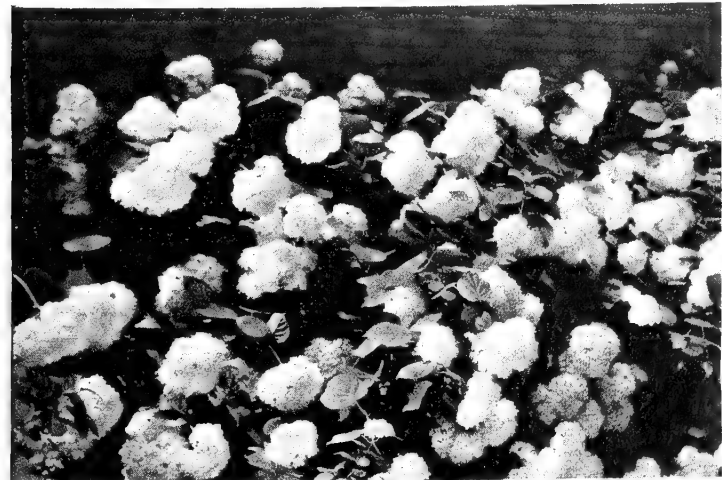
A new hybrid with extremely long clusters. Flowers are of a pure golden yellow, very similar in form to those of the well-known Wisteria. The hanging clusters are as much as 18 to 20 inches in length and appear profusely in late spring. Grows well in partial shade or full sun. Decorative green bark and huge, novel clover-like leaves. June. 3 to 4 ft., \$1.90. 4 to 5 ft., \$2.50.

HYDRANGEA

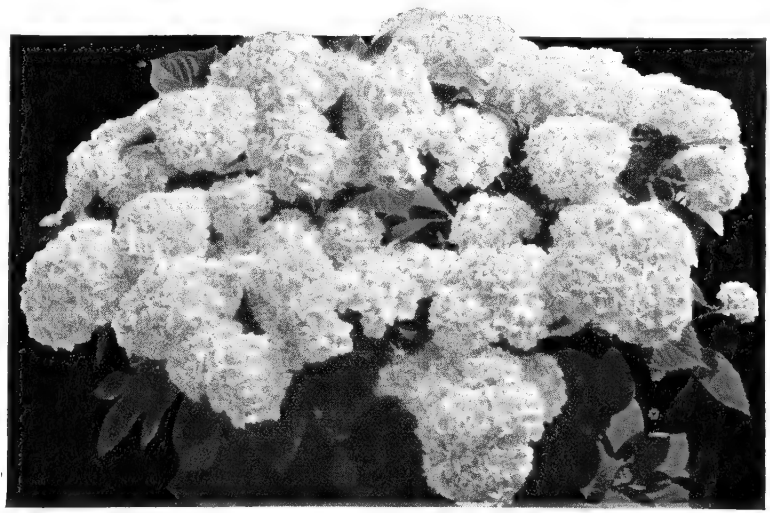
Hills of Snow (*Arborescens grandiflora*). 4 feet. Large, pure white flowers, 4 to 5 inches across, are produced in June and July. This item grows well in shade, preferring a moist soil. A splendid foundation subject, excellent for hedge or border. 1½ to 2 ft., 90c. 2 to 3 ft., \$1.25.

Cole's New Blue Hydrangea. 3 feet. Huge blue flowers like the greenhouse variety—yet hardy outdoors. We believe it to be the very best blue variety there is. Needs acid soil for the best color. Summer. Heavy 2-yr. plants, \$1.50; 3 for \$3.80.

Pee Gee Hydrangea (*Paniculata grandiflora*). A very well-known variety. Immense white conical bloom heads, 12 to 18 inches long, with pink shadings, become pink and red as the flower ages. Prune severely in spring for largest flowers. Very hardy. August and September. 1½ to 2 ft., 90c. 2 to 3 ft., \$1.25.



Hydrangea, Hills of Snow



Cole's New Blue Hydrangea

America's Finest LILACS (*Syringa*)

Persian (*Persica*). 9 ft. Loads of rosy purple, extremely fragrant flowers clothe a broad shapely bush in May or June. Ideal for hedges or specimen use. 2 to 3 ft., \$1.25 each; \$7.50 for 10. 3 to 4 ft., \$1.60 each; \$9.75 for 10.

Red Persian (*Chinensis*). 9 ft. A profusion of great, airy reddish flowers. Habits and uses similar to *Persica*. May-June. 2 to 3 ft., \$1.25 each; \$7.50 for 10. 3 to 4 ft., \$1.60 each; \$9.75 for 10.

Everblooming Daphne-Lilac (*Microphylla*). A lovely shrub. Pinkish red buds opening to pale lilac. Deliciously fragrant. Blooms in May and June, and at intervals all summer. Small, attractive leaves. 1½ to 2 ft., \$1.50. 2 to 3 ft., \$2.00.

Cole's Peerless French Hybrid Lilacs

The standouts of Cole's great Lilac planting. All grow to approximately 8 feet. For best blooming results, mix lime with your soil to insure alkalinity.

Belle de Nancy. Double satiny pink.

Gaudichaud. Double, mammoth, deep lilac.

Gloire de Lorraine. Double heavenly blue.

La Tour d'Auvergne. Double, deep red.

Mme. Abel Chatenay. Double, pure white.

Pink Hyacinth. Huge, very fragrant, double pink.

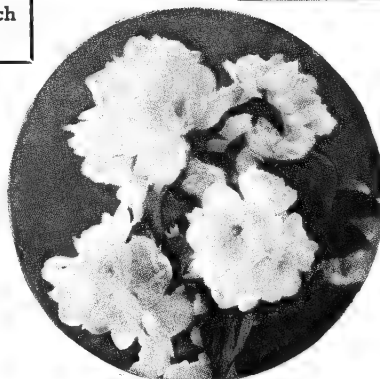
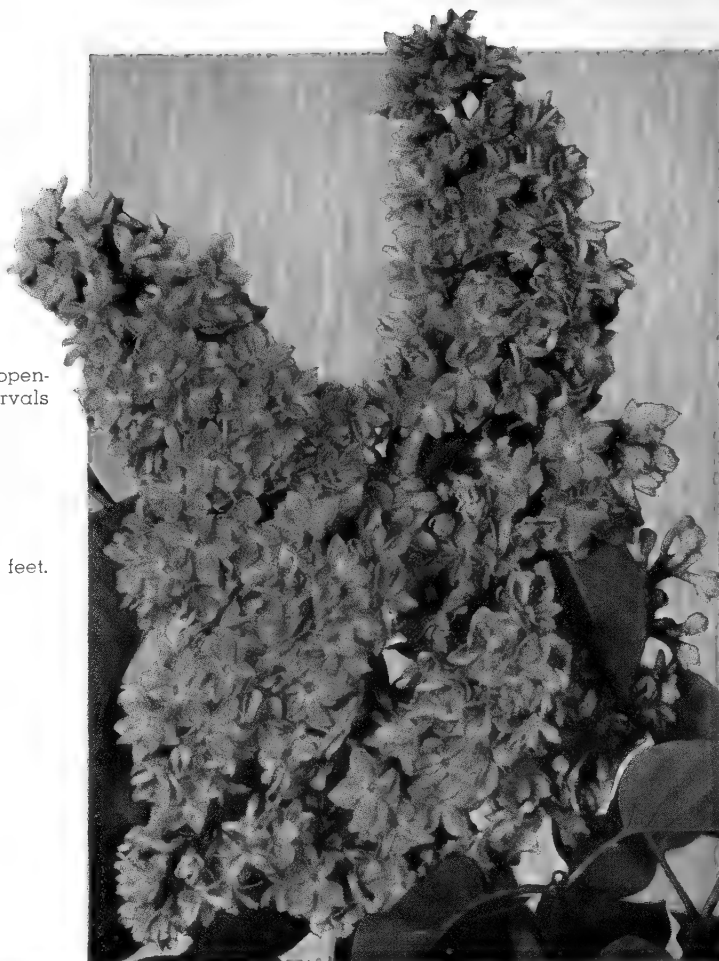
Souv. de Ludwig Spaeth. Deepest red.

Prices all varieties: 1½ to 2 ft., \$1.00. 2 to 3 ft., \$1.40.

A COLE SUPER SPECIAL

MAKE YOUR OWN LILAC COLLECTION

	1½ to 2 Ft.	2 to 3 Ft.
Your choice any 3 or more varieties	85c each	\$1.30 each
All 7 New French Hybrids	\$5.50	\$8.25



Virginal Mock Orange



New Red Flowering Quince



Cole's Glorious Mock Orange

MOCK ORANGE (*Philadelphus*)

Cole's Glorious. 8 ft. Considered the finest Mock Orange. Erect bushy habit with massive leathery, glossy green leaves. Produces white flowers which surpass any other *Philadelphus* in size and beauty. A truly beautiful shrub. June. 1½ to 2 ft., 85c. 2 to 3 ft., \$1.15. 3 to 4 ft., \$1.65.

Virginal. 8 feet. Heavy, double large white flowers in great profusion, exquisitely fragrant. Very useful for accent planting. June throughout the summer. 1½ to 2 ft., 80c. 2 to 3 ft., \$1.10. 3 to 4 ft., \$1.50.

NEW PINK FRENCH PUSSY WILLOW

8 feet. Famed for its fuzzy buds which herald the coming of spring. Its branches make the delightful Pussy Willow bouquets when forced in water in late winter. Best planted in damp or wet locations. 2 to 3 ft., 90c.

SMOKE TREE (*Rhus Cotinus*)

A tall shrub that grows 10 feet high and 7 or 8 feet wide. Its blooms from June through August are just like big puffs of purple smoke. Train it as either a tree or shrub. One of our most attractive plants with its brilliant fall foliage. Grows in sun or semi-shade and is not too particular as to soil. 1½ to 2 ft., 90c. 2 to 3 ft., \$1.25.

SNOWBERRY (*Symphoricarpos Racemosus*)

4 feet. Pink flowers in the spring, good foliage all summer, followed in the fall by large, waxy white berries. Very ornamental shrub for foundation planting. Plant in sun or shade. June. 2 to 3 ft., 65c. 3 to 4 ft., 90c.

ROSE-ACACIA (*Robinia*)

8 feet. An elegant shrub with long, graceful clusters of pea-shaped, rose-colored flowers in May and June, often later. Will grow anywhere. Foliage is very decorative, like that of a Wisteria. 18 to 24 in., 85c. 2 to 3 ft., \$1.25.

Sensational New Red Flowering Quince

5 feet. A great new improvement over the old Flowering Quinces. A striking red of great brilliance; the desired color. Blooms early before the leaves come out and has a tendency to keep on blooming throughout early summer. Shiny attractive foliage. Grow them as specimens or trim them into hedges. 1½ to 2 ft., \$1.00; 3 for \$2.50; 10 for \$7.50. 2 to 3 ft., \$1.50; 3 for \$3.75.



New Everblooming Pink Spirea

The Spireas

Anthony Waterer. 2½ ft. The crimson everblooming Spirea. A beautiful sight with large, flat, crimson flowers against dense, dark green foliage. Blooms continuously during summer. Ideal for foundation, low hedge or border. July to September. 15 to 18 in., 75c each; 3 for \$1.90; 10 for \$4.75.

Bridalwreath (*van houttei*). 8 ft. A mass of pure white bloom in spring. Bridalwreath still holds top rank because of its beauty and ability to withstand adverse growing conditions. Excellent for large hedge, screen or border planting. 1½ to 2 ft., 60c each; 10 for \$3.90; 25 for \$7.75. 2 to 3 ft., 75c each; 10 for \$4.75; 25 for \$9.50. 3 to 4 ft., 90c each; 10 for \$5.75; 25 for \$11.50.

New Everblooming Pink Spirea (*Menziesi macrothyrsa*). 5 ft. The finest pink Spirea ever introduced. Enormous spikes of cameo-pink flowers, 8 to 10 inches long, produced on strong, willowy stems. Clusters of secondary spikes follow and by cutting old flowers, plant blooms all summer. Last 2 weeks as cut flowers. Excellent foliage and form. 2 to 3 ft., 90c each; 3 for \$2.25. 3 to 4 ft., \$1.35 each; 3 for \$3.50.

White Spray Spirea (*Thunbergi*). 5 ft. A mass of pure white bloom in spring. Long, arching branches bear great sprays of white, jewel-like flowers. Dense, elongated foliage; well-rounded shape. 2 to 3 ft., 75c each; 10 for \$4.75.



Spirea

SUMMER SWEET (*Clethra*)

6 feet. The sweetest of all. White flowers with an intensely sweet, spicy fragrance appear late in the summer on long spikes. Excellent for cutting. Thrives in shade and moist places. 1 to 1½ ft., 75c. 1½ to 2 ft., \$1.00.

SWEET SHRUB—STRAWBERRY BUSH (*Calycanthus*)

6 feet. A very unique shrub, neat and upright growing. Strong, reddish brown branches are clothed with large, glossy leaves. Handsome, odd, double, spicily fragrant flowers of deep chocolate-red are produced in prodigious quantities in early spring. 1½ to 2 ft., 90c.

SUMMER GLOW

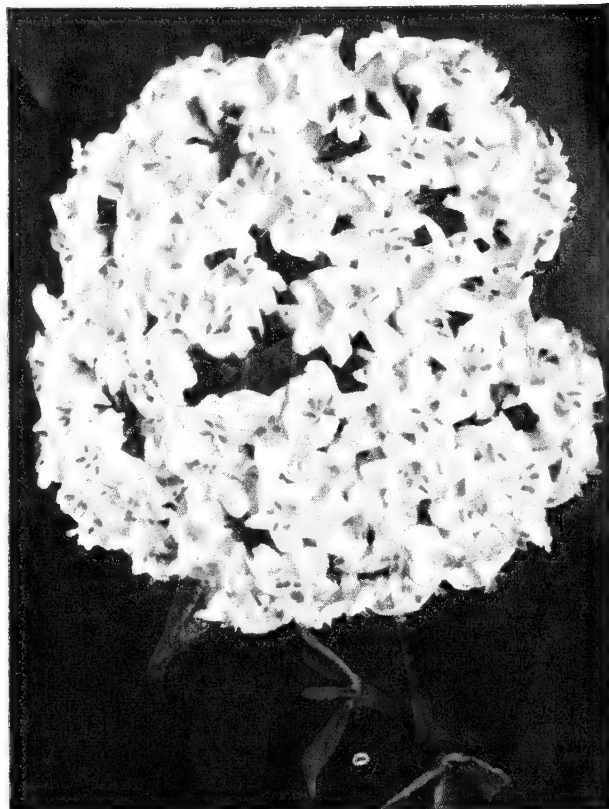
New Tamarix

6 feet. Bright wine-red flowers against lovely gray-green foliage provides the coloring of one of our loveliest shrubs. Blooms profusely throughout the summer. Excellent for cutting. \$1.00 each; \$2.50 for 3. Two-year plants.

WEIGELA (*Diervilla*)

Rosea (Pink Weigela). 7 ft. Light rose-pink flowers in great masses during the spring and early summer. A beautifully symmetrical bush. Strong and healthy always. 2 to 3 ft., 75c. 3 to 4 ft., \$1.10.

Vanicek's Ruby-Red. The new red Weigela. 6 ft. The finest new red. The bloom is extremely prolific and its color is that most desirable bright ruby-red. Colorful, insect-free foliage on upright, symmetrical plant. Flowers brilliantly from May to July. 1½ to 2 ft., 75c. 2 to 3 ft., \$1.00. 3 to 4 ft., \$1.50.



Viburnum Burkwoodi

THE VIBURNUMS

Americanum (*American Cranberry Bush*). 8 ft. Heavy and upright in growth. Large, deep green foliage and huge panicles of white flowers, followed by bright red berries in the autumn. Will thrive in partial shade. 2 to 3 ft., 95c.

Burkwoodi. New fragrant evergreen Viburnum. 5 ft. A new shrub that grows in a perfectly round, ball shape. Leathery green leaves stay on nearly all winter long. In early spring it bears armloads of fragrant, bluish-white flowers of honeyed, Carnation-like fragrance. Sometimes is called the Gardenia-flowered Viburnum because of its exquisite odor. Here is a sensational jewel for every garden. 1½ to 2 ft., \$3.50 each; \$6.40 for 2.

Snowball (*Opulus sterile*). 8 ft. The blooms are large, creamy "Snowballs" and come the latter part of May. Gives a very showy effect. Will grow in partial shade but blooms best in full sun. 2 to 3 ft., 95c.

VITEX (*Chaste Tree*)

Macrophylla. 4 ft. A very desirable, dainty branching shrub that bears a summer-long display of beautiful, long spikes of rich lavender-blue flowers. Large, starlike foliage, silvery green. Late July through September. Heavy 2-year plants, 90c each; 3 for \$2.50.



New Tamarix, Summer Glow



Smoke Tree (See page 22)

FLOWERING AND

Sent Express Collect.

Only the most desirable of the smaller varieties, possessing rare flowering beauty and ornamental value, are featured here. There is a graceful friendliness about them, bringing beauty and charm to the home grounds. A few well-placed specimens will add much to your garden picture. For shade trees and varieties not listed here, write for Cole's Complete Price List.

CUT-LEAF WEeping BIRCH (*Betula*)

35 feet. A very beautiful and ornamental tree. Graceful weeping branches, finely cut foliage, and bright shiny white bark. Even in the winter, when the foliage is off, they are striking. Not too particular as to soil, but like a sunny spot. 6 to 8 ft., \$3.25 each; 2 for \$6.00.

FLOWERING CRABS (*Malus*)

Rose Flowering Crab (*Floribunda*). 12 feet. A wealth of exquisite rose-colored flowers fully cover the tree in spring. Small yellow fruits, in generous clusters, follow in the late summer. Exceedingly graceful and colorful. Especially fragrant. 3 to 4 ft., \$1.50. 5 to 6 ft., \$3.00.

Bechtel's Double Flowering Crab (*ioensis plena*). 14 feet. Large, double, pink, roselike flowers of rare beauty. Neat, stiff, pyramidal growth. Will grow and thrive in almost any location. 3 to 4 ft., \$1.75. 4 to 5 ft., \$2.75.

Red Silver. A lovely new hybrid having leaves rich reddish purple on top and shining silver beneath. A gorgeous display of rose-crimson flowers in late spring. Vivid red fruits continue its beauty. 3 to 4 ft., \$1.50. 5 to 6 ft., \$3.00.



Red Flowering Dogwood

FLOWERING DOGWOOD

Red Flowering Dogwood (*Cornus florida rubra*). 20 feet. Known the country over for its great quantities of large, single, light red flowers. Its artistic and sturdy growth have great decorative value. 2 to 3 ft., \$2.75. 3 to 4 ft., B&B, \$4.75.

White Flowering Dogwood (*Cornus florida*). 20 feet. Unusual beauty and graceful charm. Flowers are white followed in late summer and early fall by a wealth of bright red berries, providing a striking color note and food for the birds. Does well in either shade or sun. 2 to 3 ft., \$1.50. 3 to 4 ft., \$2.40. 4 to 5 ft., B&B, \$4.90.

GORDONIA

(The Franklin Tree)
20 ft.

The finest of all fall-flowering trees with glossy green foliage from spring until fall when it changes through all the intervening shades to a bronzy crimson. While valuable for their fall coloring, the peak of their glory is reached in September when the large, waxy white flowers with hearts of golden stamens appear along the branches. Planted in comparatively light soil and in a protected location, Gordonia will bloom when quite small. Large, 2-yr., \$1.90 each; \$3.55 for 2.

New Double Red Weeping Peach

All the spring loveliness of our prettiest flowering tree, in a new full-weeping form. Large, rich-red blooms cascade from it in early spring, transforming the naked bush into a flaming fountain. Decorative, because of its shape and full, lush foliage, all the year around. Strong 2 to 3 ft. grafted—will bloom the first year after planting, \$1.90.

NEW RED LEAF MAPLE

Oshiu Beni. A new, decided improvement over the common Blood-Leaf Maple. Its ornamental beauty and charm are intensified by the deep, solid red foliage which holds to the same brilliant shade all summer. The rounded form is densely furnished with leaves to the ground. Its specimen value is unlimited. 12 to 15 inches, very well branched, \$1.90. 15 to 18 inches, B&B, \$3.90. A real buy.



New Red Leaf Maple



Bechtel's Flowering Crab

FLOWERING CHERRIES

Nothing is equal to the breath-taking display of their early spring bloom. Have the beauty of Washington's Tidal Basin planting in your own yard.

Amanogawa. 25 ft. A new variety that grows in a stately, columnar form. A grand sight when in bloom. Loads of fragrant, double light pink flowers.

Fugenzo (*Kofugen*). 25 ft. Large, extremely double, exquisitely shaded deep pink flowers. Foliage is coppery red.

Sekiyama (*Kwanzan*). 25 ft. Attractive, large, double, rose-pink flowers. Very vigorous branching habit. Quick growing.

Prices above 3 varieties: 3 to 4 ft., \$2.50 each; 4 to 5 ft., \$3.50 each.

Autumnalis. 15 ft. New Autumn-Flowering Cherry. Handsome, semi-double, lively pink flowers appear liberally in April and again in October. Presents an unsurpassed picture during both its blooming periods. 5 to 6 ft., well branched, \$5.00.

NEW DOUBLE PINK WEeping CHERRY

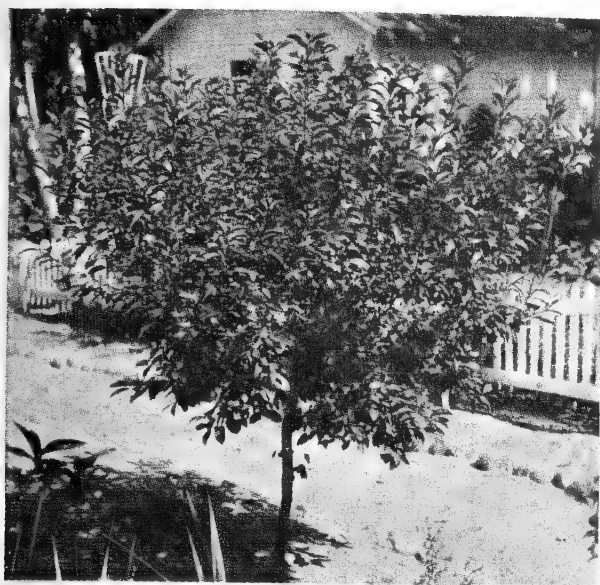
12 ft.

Graceful, arching, and weeping branches are a solid, glowing mass of dazzling, double dark pink flowers before the leaves appear. An amazingly beautiful sight to behold. 5 to 6 ft., grafted, \$4.90.



New Double Pink Weeping Cherry

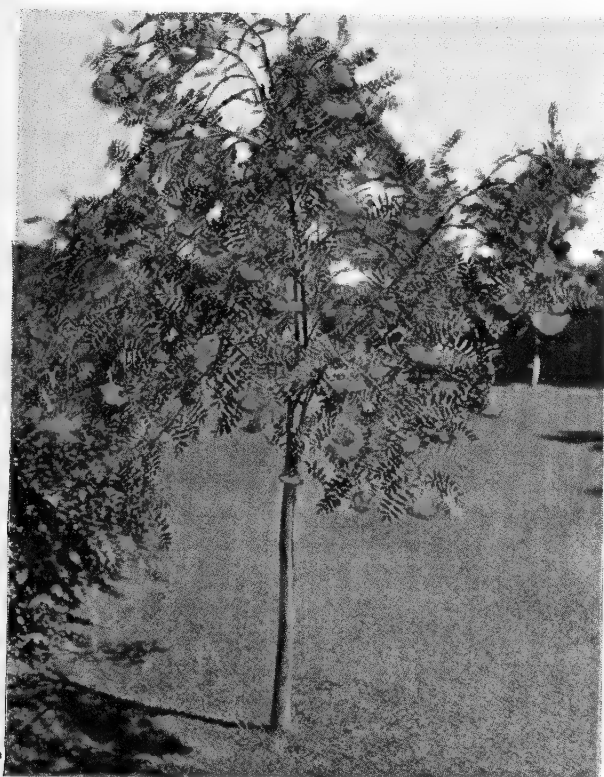
ORNAMENTAL TREES



NEW FLOWERING PLUMS

Thundercloud. 14 ft. The finest tall growing scarlet-leaf Plum ever sold. Distinct, foliage is deep, solid red throughout. You will never forget the sight of Thundercloud in bloom. Great masses of rosy pink flowers burst forth just as the leaves begin to unfold. Plant one of these and we feel certain you will agree that it is one of the most effective specimens in your yard. Fine 2- to 3-ft. branched trees, \$1.75.

Royal Purple. 10 ft. A new, dwarf tree having the richest, darkest purple foliage and branches of all purple-leaved plants. Pink flowers in spring are followed by wine-red fruits in summer. A very beautiful, useful tree, that adds a distinctive touch to any lawn or border planting. 4 to 5 ft., \$2.25.



MOUNTAIN ASH (*Sorbus Aucuparia*)

Clusters of flashy, orange-red berries in late summer and fall. Large clusters of pure white flowers in spring. Dense, pyramidal growth up to 25 or 30 feet. Heavy rooted, 6 to 8 ft., \$2.50.

MAGNOLIA

Glaucua (Sweetbay Tree). 15 ft. The rich sweet fragrance of the cream and yellow flowers has been recalled by the poets of the ages. The foliage, of long, leathery, shining green, bay leaves, forms an ideal background for the large blooms and bright red clusters of seed which follow. A favorite variety because of its rare charm. 2 to 3 ft., B&B, \$3.75. 3 to 4 ft., B&B, \$4.75.

Soulangeana (Saucer Magnolia). 15 ft. The huge purple and white Waterlily-like flowers are of exotic beauty. Often 8 inches across, they are more prominent because they appear before the leaves. The foliage of long leathery leaves provides a restful mass of cool green for the summer. 2 to 3 ft., B&B, \$5.40. 3 to 4 ft., B&B, \$7.50.



Magnolia Glaucua



Magnolia
Soulangeana

A COLE SUPER SPECIAL

PIN OAK (*Quercus Palustris*)

One of the favorite shade trees of the middle west. Compact, broad leaf, pyramidal in growth. Described as half-weeping when old. The deeply cut leaves turn brilliant orange-scarlet in fall. Cole offers well-grown, root-pruned trees, 5 to 6 ft., at half price, \$1.40 each; 3 for \$3.50.

SEE COLE'S GUARANTEE

For Your Protection—page 2

LOMBARDY POPLAR (*Populus Nigra Italica*)

America's most popular hedge tree. Dense, pyramidal growth set off by glossy, deep green foliage. Excellent for fast-growing windbreaks or where a stately outline is needed. Shapely 8- to 10-ft. trees, \$1.85 each; \$4.50 for 3; \$9.75 for 10.

REDBUD (Judas Tree) (*Cercis Canadensis*)

20 feet. Small bright red flowers clinging to the black bark of the branches give the appearance of a tree sprayed with bright red jewels. The foliage which comes later is of large, heart-shaped, cool green leaves. 3 to 4 ft., \$1.90. 4 to 5 ft., \$2.60.

DOUBLE PINK ROSE TREE

(*Prunus tribola plena*)

8 feet. Dazzling, double quilled pink flowers present a floral display completely hiding the long, graceful branches. Blooms in early May before the leaves appear. They are fine for cutting, making beautiful large bouquets. Use it as a specimen for lawn planting or in the shrub border. 3 to 4 ft., \$1.50. 4 to 5 ft., \$2.15.

Paul's Double SCARLET HAWTHORN

(*Crataegus oxyacantha splendens*)

15 feet. The branches of this double-flowered form of the famous old Hawthorn are heavily laden with a mass of double, scarlet-crimson flowers. The fine foliage and picturesque, irregular form are pleasing during other seasons of the year. 3 to 4 ft., \$2.25. 4 to 5 ft., \$3.25.



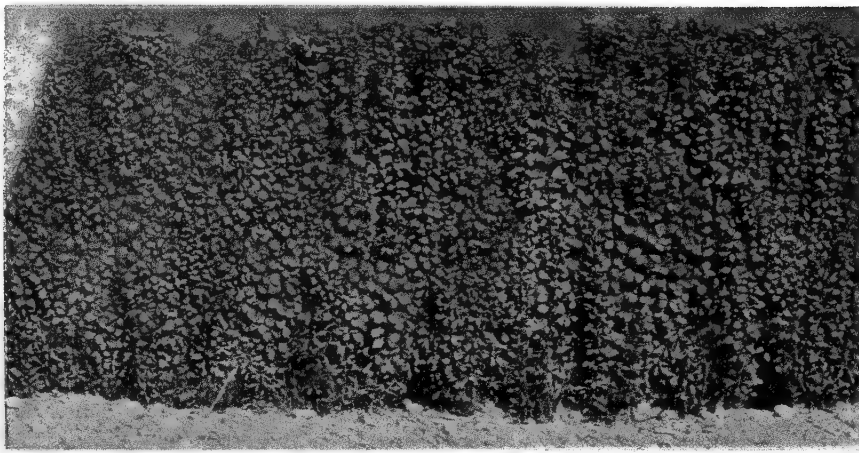
Paul's Double
Scarlet Hawthorn

TULIP TREE (*Liriodendron Tulipifera*)

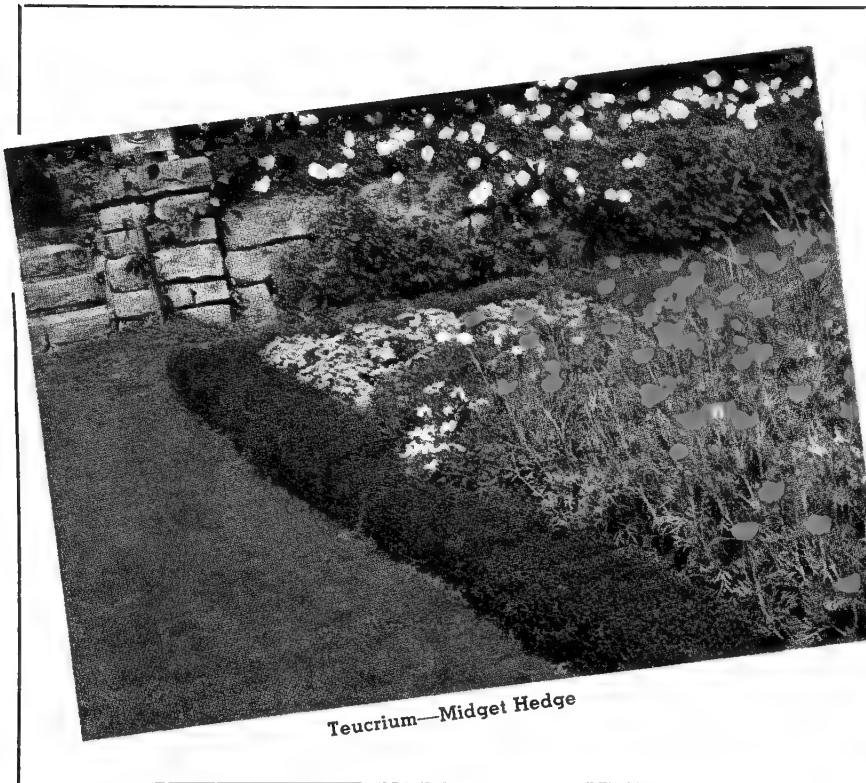
One of the grandest of our native trees. It grows into a tall pyramid with broad, glossy, fiddle-shaped leaves of a clean, rather bluish gray shade, which in fall turns bright yellow. Beautiful, light orange-yellow, Tulip-like flowers, 1½ to 2 inches long, appear magically over the tree in May and June. 5 to 6 ft. heavy rooted trees, \$2.40.

CORKSCREW or MARCEL WILLOW

A startling novelty. Here is a tree that really grows a natural marcel wave. Not a trained tree, but a distinct species whose novel branches and leaves are curled, waved, and twisted, making it look as if someone had gone over every leaf and branch with a curling iron. It grows upright and weeps a little with the weight of the leaves, making a perfectly lovely, graceful tree. Everyone who has seen it, has loved this lovely little lawn specimen. 4 to 5 ft., \$1.90. 6 to 8 ft. specimens, \$3.00.



Truehedge Columnberry



Teucrium—Midget Hedge



Blue-Leaf Arctic Willow

Hedge Plants

BARBERRY (*Berberis*)

Plant 9 to 12 inches apart.

Green Barberry (Thunbergi.) 4 ft. The well-known and popular Barberry for general use. Famous for its fine fall effect, and bright red berries.

	10	25	100
12 to 15 in.	\$2.30	\$4.75	\$15.00
15 to 18 in.	3.00	6.25	20.00
1½ to 2 ft.	4.00	8.00	25.00

Red-Leaved Barberry (Thunbergi atropurpurea). 4 ft. A beautiful form having distinctive purplish red leaves. Attractive all season. Same growth habits as the Green Barberry. Very useful.

	Each	10	25	100
12 to 15 in.	\$0.40	\$2.80	\$5.75	\$20.00
15 to 18 in.50	4.00	8.25	28.00
1½ to 2 ft.60	5.00	10.25	35.00

Truehedge Columnberry. U. S. Plant Patent No. 110. Generally conceded to be the finest hedge plant. In addition it has many other practical uses, such as accent planting, grouping, or in place of the less hardy Arbor-Vitae or Boxwood. Thrives under adverse conditions. It has been tested at 30 degrees below zero and found to be extremely hardy. Boxwood-like foliage; compact, upright form, very thrifty and adaptable. Can be trimmed to secure the Boxwood forms so prevalent in lovely English gardens. As a beautiful, hardy, permanent, instantly finished hedge, it has no peers. Requires only a periodic clipping at the top to form a perfect hedge at any desired height up to 3½ ft.

	1 Each	5 Each	25 Each	100 Each	250 Each
9 to 12 in.	\$0.40	\$0.30	\$0.25	\$0.22	\$0.20
12 to 15 in.45	.35	.30	.27	.25
1½ to 2 ft.65	.53	.46	.42	.38
2 to 2½ ft.80	.65	.55	.50	.45

PRIVET (*Ligustrum*)

Plant 9 to 12 inches apart.

Amur River Privet (Amurense). 10 ft. Tall, columnar hedge plant with light green foliage. Very hardy. May be trimmed and held at nearly any height and will always retain its upright form.

	10	25	100
1 to 1½ ft.	\$1.60	\$3.25	\$ 8.75
1½ to 2 ft.	2.00	4.00	12.00
2 to 3 ft.	2.60	5.00	16.00
3 to 4 ft.	3.70	7.10	22.50

Regel Privet (Regelianum). 5 ft. The King of Privets. A strong very hardy type with heavy, deep green, shiny foliage. The numerous branches are stiff, spreading, gracefully drooping in the air. Makes a naturally wide, dense bush. A distinctive type of great usefulness.

	10	25	100
1 to 1½ ft. spread	\$3.50	\$7.00	\$25.00
1½ to 2 ft. spread	5.00	10.00	35.00
2 to 2½ ft. spread	6.00	12.50	45.00

Hardy California Privet (Ibodium). 8 ft. A hybrid between the Chinese Privet and California Privet, with lustrous deep foliage. Extra hardy and sturdy. Very graceful branching habit. Prices same as Amurense.

California Privet (Ovalifolium). 8 ft. Probably the most widely used Privet. A fine hedge variety with upright, columnar form. Dense and compact. Lustrous, deep green leaves. Prices same as Amurense.

BLUE-LEAF ARCTIC WILLOW

(*Blue Osier*)

Very dwarf, compact growth. Foliage is of unusual blue-gray-green. Hardy enough to withstand Arctic Circle temperatures. Grows everywhere, even in wet or heavy soils where nothing else will thrive. Creates a beautiful, thick hedge, up to 4 feet tall and can be used favorably as a specimen. Plant 18 inches apart. 12 to 18 in., 45c each; 10 for \$3.75; \$30.00 for 100. 1½ to 2 ft., 55c each; \$4.50 for 10; \$35.00 for 100.

TEUCRIUM—MIDGET HEDGE

Dense, glossy green foliage that resembles dwarf boxwood. Shiny dark green leaves last long into the winter and come out again quickly in the spring. Can be sheared to any height up to 12 inches. Aromatic, bright, lavender-pink flowers appear in July and August. Very hardy. Plant 6 inches apart in full sun. Well-grown plants: 10 for \$2.70; 25 for \$5.50; 100 for \$19.00.



Cole's Selected FRUIT TREES

APPLES

Sent
Express Collect

For several generations the Cole Nursery has specialized in the improvement and production of selected varieties of proven fruitage. Those listed below comprise the best strains for home planting as well as for commercial orchardists. For a complete list of the kinds we have available, write for special descriptive price list. All fruit trees and small fruits are exempt from the Ohio sales tax.

APRICOTS

Hungarian. A very fine variety which has been tested and has borne heavily along the shores of Lake Erie for a long period of years. Grows to large size, the fruit large and of good quality; deep yellow with yellow flesh. Very fine flavor. 4 ft., 9/16 in. cal. and up, \$1.75 each; 3 for \$4.50.

CHERRIES

Black Tartarian. Sweet. The best of the early sweet cherries for home and local market. Very large, black-red, juicy, rich fruit. A robust, disease-resisting tree. Early.

Governor Wood. Sweet. Large, pale yellow, almost white fruit with brilliant red cheek. Flesh is white, firm, juicy, sweet and of the highest quality. A very choice canning variety. Midseason.

Strong 1-yr.-old trees, \$2.00 each; 5 for \$9.00.
5 rate applies only to 5 of 1 variety.

Montmorency. Sour. Most popular Sour Cherry. Large, red fruit; firm, reddish yellow flesh. Abundantly productive. Pleasantly tart. Strong 1-yr.-old trees, \$1.75 each; 5 for \$6.70.

Numbers following the name indicate order of fruit ripening.

Baldwin. 12. Winter. Large, very dark red fruit. Flesh crisp and juicy. Mild and sub-acid flavor. A leading cooking apple.

***Cortland.** 5. Late fall. A large, luscious apple with heavy overlay of shaded red. Brittle texture; brightly flavored. Very juicy white flesh. A fine shipper.

***Delicious.** 8. Winter. The flesh is tender, fine grained, yet crisp, melting and very juicy.

***Jonathan.** 6. Late fall. Brilliant red underlaid with yellow. Medium sized fruit with yellow flesh. One of the best in appearance and quality.

***McIntosh.** 4. Fall. Beautiful deep crimson fruit of the highest quality. Tender, juicy, white flesh of the finest flavor. Tops for cooking and eating.

Melba. 2. Summer. A great new Canadian origination. Good-sized fruit is of a bright crimson over waxy yellow. Mildly and pleasantly flavored and highly aromatic. Great for roadside stand and home.

***Red Northern Spy.** 9. Winter. A distinct new type, larger than the old Northern Spy. A bright, solid red with juicy, mild, rich flesh. Fine for eating and cooking.

Rhode Island Greening. 11. Winter. The most popular green cooking apple for winter use. Fruit large and juicy, green with dull red blush. Pleasant, rich, acid taste. Excellent keeper.

***Stayman's Winesap.** 10. Winter. A leading commercial variety with yellow fruit overlaid a dull red. Large. Flesh is crisp and juicy; spicy flavor. Good for cooking and eating.

***Wealthy.** 3. Fall. Yellow fruit striped red. White flesh, juicy and vinous. Fine for home and market use. The favorite early fall apple for cooking and eating.

Yellow Delicious. 7. Winter. Same delicious quality as regular Delicious, but the color is a clear bright yellow. Tastes more mild and even better than Grimes Golden. Firm, crisp, and very juicy.

***Yellow Transparent.** 1. Summer. Hardy, very productive trees. Medium-sized, pale yellow fruit. Flesh white, tender, juicy, sub-acid. A great variety for applesauce.

Standard 2 yrs., 5 to 6 ft., 11/16 in. cal. and up: \$1.50 each; 5 for \$6.25; 25 for \$21.25. 4 to 5 ft., 9/16 in. cal. to 11/16 in., \$1.25 each; 5 for \$5.00; 25 for \$17.50.

5 rate applies only to 5 of 1 variety.

Bearing Age Trees, 6 years and older—varieties starred (*). 6 to 8 ft., heavy, \$5.00. 7 to 9 ft., heavy, \$7.50. 8 to 10 ft., extra heavy, \$10.00.

We can also furnish the following in bearing age trees: Duchess, Early Harvest, Early McIntosh, Red Rome Beauty, and Snow or Fameuse.

Select specimens, balled and burlapped for very quick results, at double the above prices.

PEACHES

Numbers following the name indicate order of fruit ripening.

Champion. 1. August. The leading white-fleshed variety. Extremely large fruit. Creamy white with red cheek. Sweet, rich, and juicy with a distinctive honey flavor. Considered by many to be our best flavored Peach.

Early Elberta. 6. September. Nearly identical to Elberta, but ripens a week earlier and has a somewhat better flavor.

Elberta. 7. September. The most popular Peach grown. Large, orange-yellow fruit overspread red. Flesh highly yellow, juicy, very firm. A sure prolific bearer.

Golden Jubilee. 2. August. A choice, recent introduction that is now considered the best early freestone. Skin is yellow blushed red; flesh yellow, juicy, tender, and sweet.

Hale-Haven. 5. A great new yellow Market Peach, resulting from a cross between J. H. Hale and South Haven. Its high color gives it a great market value even before it is ripe and it packs and ships without loss. Very rich flavor.

Rochester. 3. August. Orange-yellow fruit blushed deep, dark red. Juicy, flavorful flesh stained red near the pit. One of the best flavored Peaches of all.

South Haven. 4. August. A large yellow Peach with one red blotch, having better than average size and flavor. Flesh is yellow, juicy, and of the best quality.

J. H. Hale. 8. September. The largest popular Peach having the most sweet and melting flavor of any. Color a beautiful golden yellow with a deep carmine blush. Fine keeper and shipper.

	Each	5	25
4 to 6 ft., 11/16 in. cal. and up	\$1.25	\$5.50	\$21.00
3 1/2 to 5 ft., 9/16 to 3/4 in. cal.	1.00	4.25	15.00
3 to 4 ft., 7/16 to 9/16 in. cal.	.80	3.25	12.50

5 rate applies only to 5 of 1 variety.

PEARS

***Bartlett.** The most popular Pear. Large fruit, with clear yellow, finely grained juicy flesh. Highest quality. September.

Cayuga. A wonderful new Pear has come to us highly recommended. It is derived from Seckel and has Seckel's shape, color and fine grained delicious flesh, but size compares with Bartlett.

***Clapp's Favorite.** A splendid Pear resembling Bartlett and ripening 2 weeks earlier. Very large, yellow and dull red. Flesh is juicy, fine-grained, with a melting, delightful rich flavor. For best results, pick while still firm. August.

Seckel. The Sugar Pear. The standard for excellent quality. Medium-sized, rich, yellowish brown. Flesh fine-grained with spicy honey flavor. The finest for pickling. October.

STANDARD PEAR TREES, ALL VARIETIES

	Each	5	25
5 to 6 ft., 11/16 in. cal. and up	\$1.50	\$6.25	\$25.00
4 to 5 ft., 9/16 in. to 11/16 in. cal.	1.25	5.00	20.00

5 rate applies only to 5 of 1 variety.

BEARING AGE PEAR TREES, STARRED VARIETIES, 6 YEARS OR OLDER

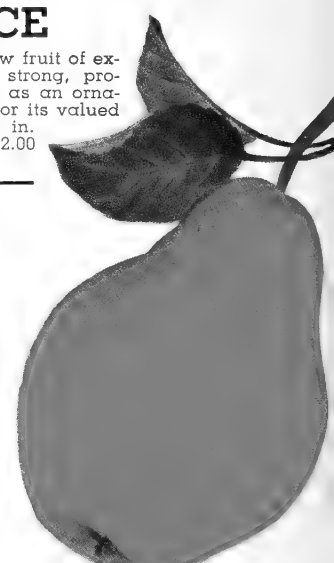
	Each	5
7 to 8 ft., heavy	\$ 6.00	
8 to 10 ft., heavy	10.00	

DWARF PEARS

	Each	5
Above varieties, 3 1/2 to 4 1/2 ft., 2-year-old	1.75	7.50

QUINCE

Orange. Large, yellow fruit of excellent quality. A strong, productive tree, useful as an ornamental as well as for its valued fruit. 4 to 5 ft., 5/8 in. cal. and up, \$2.00 each; 5 for \$9.00.



PLUMS

Abundance. A large, Oriental type, very hardy and productive, bearing an early and profuse crop of large, pinkish red fruits. Juicy and sweet.

Fellenberg. (Italian Prune.) Good size, highly colored purple. Flesh firm, juicy, delicious. Freestone.

Lombard. Medium, violet-red, sweet, rich flavored, hardy and productive. A leading market variety because of its varied uses.

Stanley. A great, new, superior Prune, which has already become very popular both commercially and in the home orchard. Large fruit, sweet and juicy. Trees hardy and very productive.

	Each	5
5 to 6 ft., 11/16 in. cal. and up	\$2.00	\$9.00
4 to 5 ft., 9/16 to 11/16 in. cal.	1.75	7.50

BEARING AGE PLUM TREES

	Each	5
All varieties except Stanley. Also have Imperial Gage.	\$ 7.50	
6 to 8 ft.		
8 to 10 ft., extra heavy	12.50	

New! SEEDLESS Pear

(Plant Patent Applied For)

While this Pear resembles the Bartlett in shape, size, and color, it possesses many qualities which the Bartlett does not have. Being **seedless and coreless**, there would, naturally, be no core-rot so prevalent among other varieties. Shows great resistance to the fatal fire blight and other weaknesses. Ripens 10 days later than Bartlett. Delicious, sprightly flavor.

	Each	5	25
5 to 6 ft.	\$1.75	\$7.50	\$31.25
4 to 5 ft.	1.50	6.25	25.00
Dwarf Seedless Pear	2.00	8.75	
Bearing Age, 8 to 10 ft.	12.50		

Woodruff

GRASS SEED MIXTURES



Adapted for Each Growing Condition

For many years F. H. Woodruff & Sons have taken the guesswork out of lawn culture. Their scientifically blended seeds are the results of decades spent in trial and experimentation. These are healthy grasses that will root deeply and quickly to form a luxuriant carpet. Cole lists only the best—Woodruff's "Gold Seal" quality. When you purchase them, you buy the best backed by a world-wide reputation.

Adapted

FOR SUNNY AREAS

Turf-Maker. Tough grasses with exceptional staying qualities. A "different" lawn mixture that contains over 97% pure seed. Fine for both New England and Middle West. Postpaid, 1 lb., 65c; 3 lbs., \$1.85; 5 lbs., \$2.95. Express collect, 25 lbs., \$13.50.

Adapted

FOR SHADY AREAS

Tru-Shade. A companion mixture for Turf-Maker, containing over 97% pure seed. It is adapted to growth under the various shade conditions existing throughout the country. Postpaid, 1 lb., 75c; 3 lbs., \$2.10; 5 lbs., \$3.45. Express collect, 25 lbs., \$15.75.

Note.—Write for special quotations on large quantities, park, playground, or poor-soil seeds.

DON'T EXPERIMENT

Woodruff

DOES IT FOR YOU

SMALL FRUITS

Sent
Express Collect.



Black-
berries

BLACKBERRIES

Eldorado. Hardy, productive, and of sweet, melting flavor. Very large, jet-black berries borne in generous clusters. Firm, juicy, rich. Plant 3 ft. apart. 75c for 5; \$2.75 for 25; \$8.25 for 100; \$27.00 for 500.

The New Mammoth BOYSENBERRY

A recent development which bears prodigious crops of the most delicious berries you have ever eaten. They are nearly 2 inches long and just oozing with rich, tempting, tangy, sweet juiciness. Their flavor is a combination of Raspberry, Dewberry, and Loganberry. Excellent for pies, desserts, and canning. Plant 4 feet apart. \$1.00 for 5; \$3.25 for 25; \$9.50 for 100.

STRAWBERRIES

(Shipped in the spring only.)

Strawberries will bear next year only if planted in the spring.

Catskill. Unusually large, well-shaped berries. Really bright red all the way through. Superbly rich flavor and aroma. Midseason.

Dorsett. Bright, flame-red fruit, fresh and appetizing in appearance. Very valuable as a market berry because of its firm flesh and skin. Fine flavor and beautiful shape. Early. Likes heavy soil.

Fairfax. A new, early, glossy, dark red variety. It produces a heavy crop of berries, better than average size, conical in shape. Firm, sweetly luscious fruits. Early.

Premier. The king of berries. Very high quality, glossy red fruit of smooth, evenly conical form. It is large and bears the biggest crop of them all. Midseason.

Senator Dunlap. The richest flavor of any Strawberry. Dark red pointed berries in great abundance. A tremendous yielder, it is great for shipping. Midseason.

Prices above varieties: 85c for 25; \$1.25 for 50; \$2.00 for 100; \$7.75 for 500; \$14.00 for 1000.

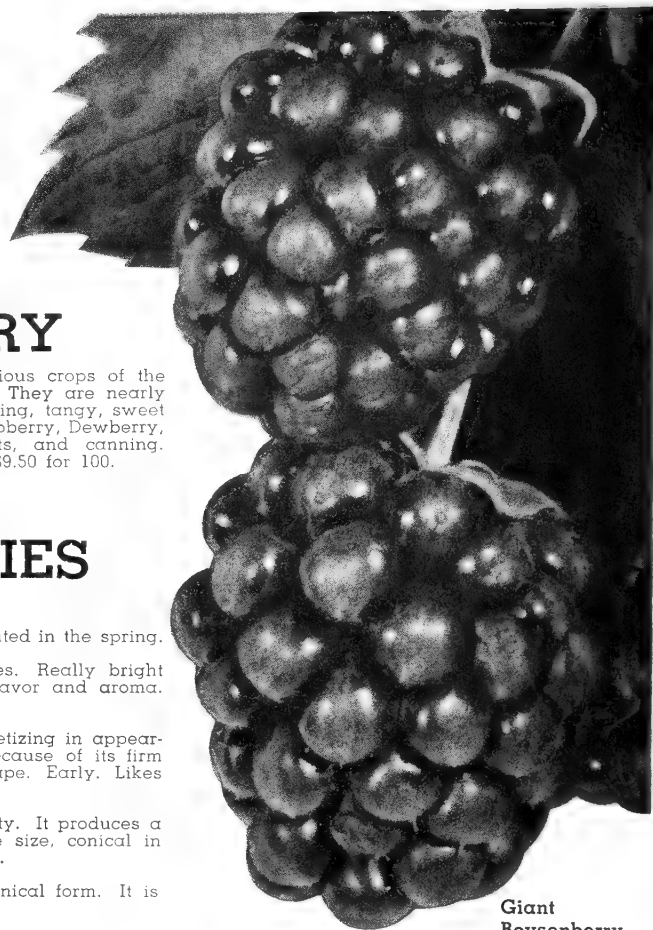
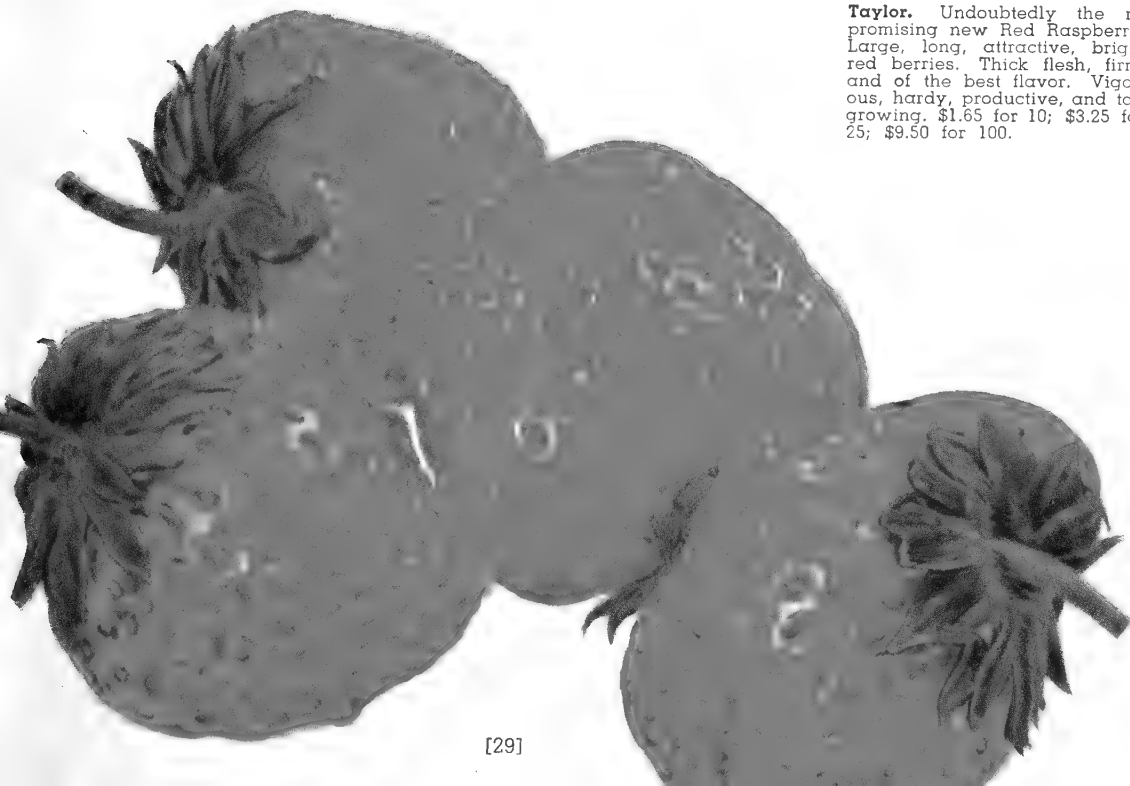
Everbearing Strawberries

A Continuous Crop in the Home Garden

Gem. The newest important introduction in the everbearing group. Bears soon after the normal spring planting and carries on during the summer with an immense fall crop ending only with the first heavy frost. Glossy red fruits are uniformly large. Carry and keep well. An excellent dessert berry.

Mastodon. In great demand. A very prolific bearer. Berries of immense size, deep red, of choice quality. The strongest grower ever developed.

Prices above varieties: \$1.25 for 25; \$2.00 for 50; \$3.25 for 100; \$12.00 for 500; \$20.00 for 1000.



Giant
Boysenberry

RASPBERRIES

(For spring delivery only.)

Cumberland. (Black.) A glossy black variety of immense size. Very profitable fruit, firm and sweet. Midseason. \$1.65 for 10; \$3.25 for 25; \$9.50 for 100.

Indian Summer. (Red.) Best of the so-called "everbearing" Raspberries. Fruit is large, soft and very delicious. Bears abundant crop in June and again in September and October. Excellent variety for home gardens. 2-year plants, \$1.75 for 10; \$3.50 for 25; \$10.25 for 100.

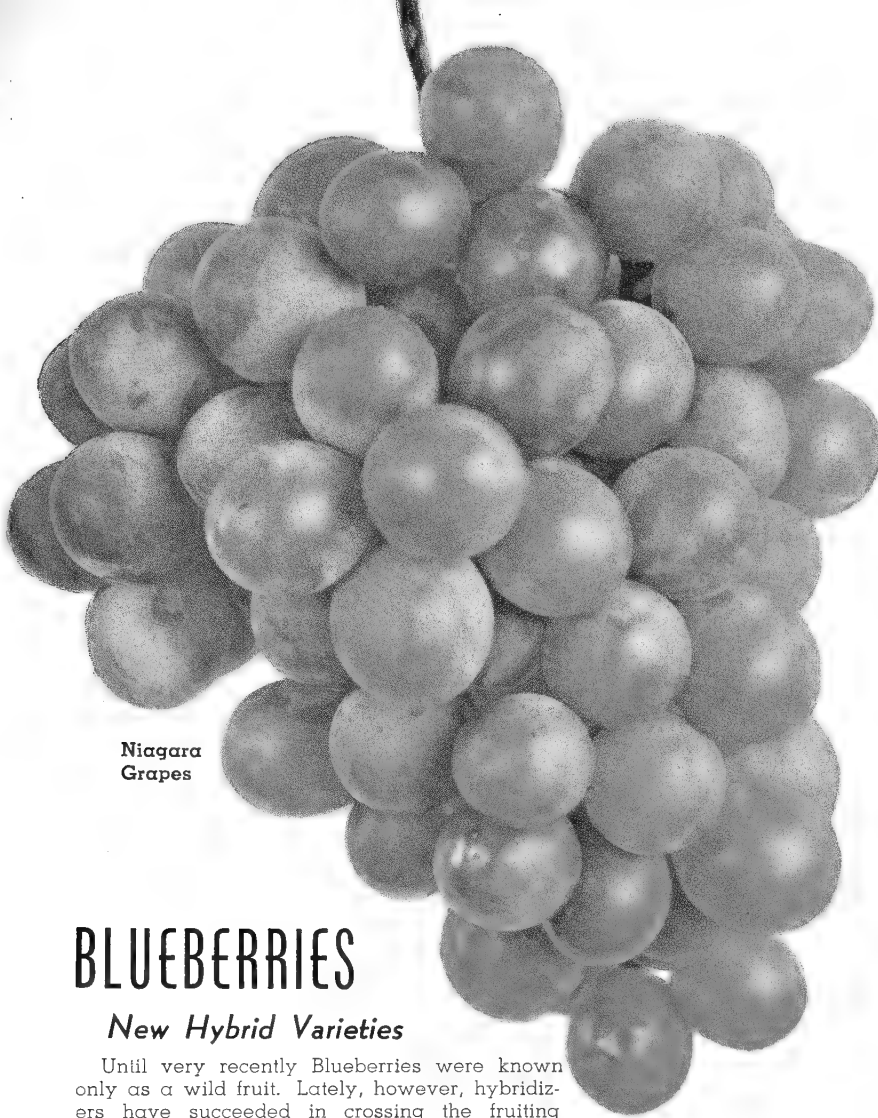
Latham. (Red.) Very popular and perhaps the most profitable of all Raspberries. Perfectly hardy, needing no protection. Fruit is a rich, brilliant red, large, an mosaic-free. Very high quality. Midseason. \$1.65 for 10; \$3.25 for 25; \$9.50 for 100.

Taylor. Undoubtedly the most promising new Red Raspberry. Large, long, attractive, bright red berries. Thick flesh, firm, and of the best flavor. Vigorous, hardy, productive, and tall growing. \$1.65 for 10; \$3.25 for 25; \$9.50 for 100.



Indian Summer Red Raspberry

Grapes



Niagara
Grapes

Caco. Large, red fruit of juicy flavor makes this variety very desirable. Midseason. 2 yr. No. 1, 60c each; \$1.35 for 3; \$3.00 for 10; \$10.00 for 50.

Concord Blue. The world's favorite big blue Grape. Large bunches of big sweet, juicy, deep blue berries. Midseason. A tremendous producer. 2 yr. No. 1, 45c each; \$1.00 for 3; \$2.00 for 10; \$6.00 for 50; \$25.00 for 250.

Concord Seedless. New. The first successful hardy seedless Grape. The deep blue color of Concord, its good-sized berries, delicious flavor and richness, but absolutely has **no seeds**. A decided advantage for canning or for eating out of the hand. 2 yr. No. 1, 95c each; \$2.50 for 3.

Fredonia. The earliest fancy blue-black grape for market. Produces a heavy crop of large

bunches and large berries. Pungent, spicy, delightful flavor and fragrance. Vines are hardy and young bearers. Good commercial variety. Early midseason. 2 yr. No. 1, 50c each; \$1.20 for 3; \$2.50 for 10; \$8.00 for 50.

Golden Muscat. New. A fancy, large, amber-white grape with a different, very pleasing, aromatic, muscat-like flavor. Generous bunches of large, meaty berries. An excellent keeper and shipper. Late. 2 yr. No. 1, 95c each; \$2.50 for 3.

Niagara. The most popular white variety. It can be depended upon to yield enormous quantities every year. The large, round berries are borne in huge, compact bunches and have an exquisite, sweet, mild flavor. Midseason. 2 yr. No. 1, 50c each; \$1.20 for 3; \$2.50 for 10; \$8.00 for 50.

BLUEBERRIES

New Hybrid Varieties

Until very recently Blueberries were known only as a wild fruit. Lately, however, hybridizers have succeeded in crossing the fruiting varieties with one which has been known only as an ornamental shrub. The resulting Hybrid retains the beauty of the parent plant and produces fruit of a size much larger and more delicious than found in the native state. Foliage is very lustrous and beautiful. Plant several of them for beauty and fruit. For best success in growing, be sure to use Cole's Acid Peat Humus.

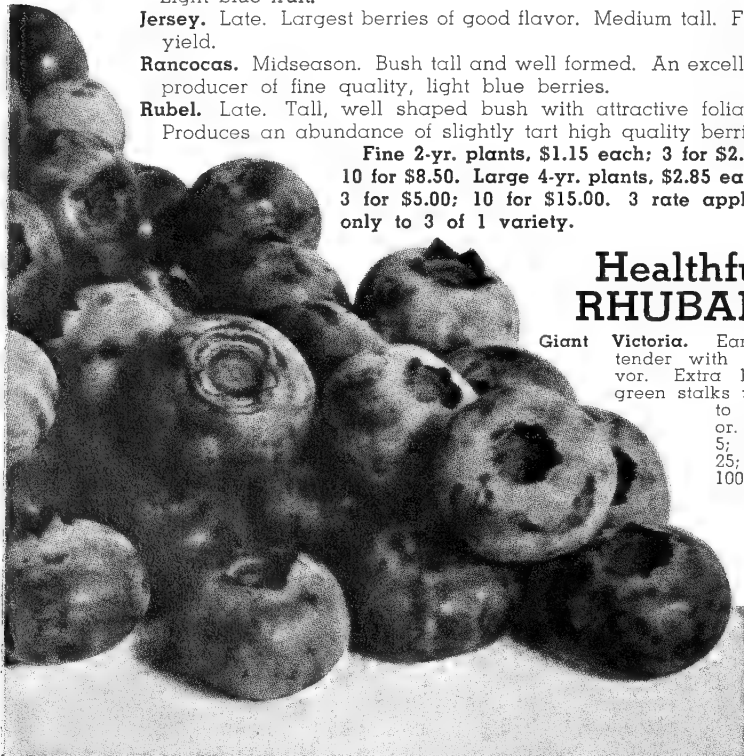
Cabot. June. Bush low and spreading. Berries large and of excellent flavor. Light blue fruit.

Jersey. Late. Largest berries of good flavor. Medium tall. Fine yield.

Rancocas. Midseason. Bush tall and well formed. An excellent producer of fine quality, light blue berries.

Rubel. Late. Tall, well shaped bush with attractive foliage. Produces an abundance of slightly tart high quality berries.

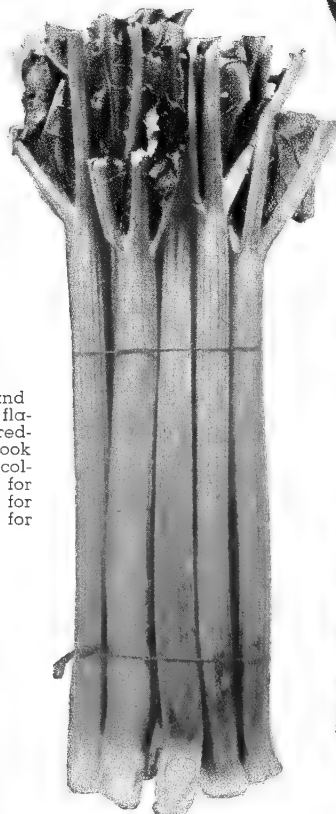
Fine 2-yr. plants, \$1.15 each; 3 for \$2.85; 10 for \$8.50. Large 4-yr. plants, \$2.85 each; 3 for \$5.00; 10 for \$15.00. 3 rate applies only to 3 of 1 variety.



Blueberries

Healthful RHUBARB

Giant Victoria. Early and tender with mild flavor. Extra big, red-green stalks that cook to pink color. 90c for 5; \$2.75 for 25; \$7.50 for 100.



Giant Victoria Rhubarb



Mary Washington Asparagus

ASPARAGUS

Mary Washington Rust-Proof. Blue-blood of the Asparagus world. Large stalks, greenish purple, and tender. Famed for its full but mild flavor. One of the strongest growers and heaviest producers. Strong roots, \$1.75 for 25; \$4.00 for 100; \$8.00 for 250.

64 Years of Service

Order No.

PRINT OR WRITE PLAINLY

STREET AND NUMBER

CITY

STATE

STREET AND NUMBER

CITY

STATE

Amount Enclosed

Sorry! NO C. O. D. ORDERS. Ohio customers add Sales Tax.

Rec'd Date

Posted

Filled by

Shipped (Date)

PP.	Exp.
-----	------

Wt.	Cost.
-----	-------

TOTAL

3% Sales Tax (For Ohio Customers)

GRAND TOTAL

See opposite side for other information

THIS FLAP IS GUMMED, READY TO SEAL. FOLD AND SEAL.

NO ENVELOPE NECESSARY

OUR GUARANTEE

We guarantee all plant material to arrive in good, healthy condition. We are unable to consider any complaints made more than ten (10) days after the receipt of and acceptance of plants. We will replace at one-half ($\frac{1}{2}$) the listed price any plant, shrub, tree, etc., that fails to grow the season following planting. Report to be made before August 1st following.

Plants and other nursery stock sent as ordered, and received in good condition, cannot be returned for credit and we accept no obligation for their return.

PLACE
STAMP
HERE

1944

P L A N T S

FRUIT TREES

"Everything

That's Good

and Hardy"

TREES

EVERGREENS

OHIO

PAINESVILLE

To:
THE COLE NURSERY CO.

1881

S H R U B S

Another Order

From.....

Address.....

WHAT HAVE YOU FORGOTTEN ?

Check your order carefully before mailing.

Additional Order Blanks upon request.

Have you checked our HOME NURSERY OFFER ? It will pay you to investigate it thoroughly. See page 31 in your Guide to Gardening Visitors are welcome at our Sales Gardens.

MAKE

Big Profits

FROM THAT VACANT LOT By Raising EVERGREENS

Excellent Investment • Quick Returns

COLE'S "Home Nursery" EVERGREENS

will grow in 2 to 3 years to the finished landscape sizes such as we now offer and sell from our complete price list at an average price of \$5.00 each.

38¢ each in lots of 50 or more of one variety.

45¢ each in lots of 20 to 50 of one variety.

NOTE THE LARGE SIZES OF THESE ESTABLISHED PLANTS

Golden Plume Cypress. 12-18".
Chinese Juniper (Blue Column). 15-20".
Irish Juniper. 9-12".
Pfitzer Juniper. 10-15".
Purple Spreading Juniper. 10-15".
Savin Juniper. 9-12".
Virginia Cedar. 12-15".
Colorado Blue Spruce. 6-10".
Norway Spruce. 12-18".
Dwarf Mountain Pine. 10-15".
Dwarf Oriental Yew. 8-10".
Hicks' Columnar Yew. 9-12".
Spreading Yew. 10-12".
Upright Oriental Yew. 10-12".
Dark Green American Arbor-Vitae. 12-18".
Goldtip Arbor-Vitae. 10-15".
Oriental Arbor-Vitae. 12-15".
Pyramidal Arbor-Vitae. 10-15".
Woodward Globe Arbor-Vitae. 9-12".
Catawba Rhododendron. 9-12".

TRIAL OFFER

50 Evergreens—10 each, your choice, of 5 varieties for \$22.50.



Plants Like These in 2 or 3 Years

Ready Sale—Huge Demand

Cole's "Home Nursery" Evergreens sell on sight. Your neighbors and others will quickly purchase when offered, effecting a saving to them of transportation cost and insuring fresh dug stock. Average value increases \$2.00 and more per plant each year. A real hedge against inflation. A tremendous post-war demand being built up.

Easily Grown—Disease-Free

Have healthful fun in your spare time planting, cultivating, and developing these plants into specimens. Simple, complete, fool-proof instructions furnished with each order. Plants guaranteed disease-free and in perfect condition. Cole's "Home Nursery" Evergreens have been transplanted and properly started for continued thriftiness and vigor in your garden. Just like our famous Junior-Size Evergreens, but slightly smaller.

Space Required—Soil, Etc.

When ordering, reserve six (6) square feet per plant. (Plant in 3-ft. rows, 2 ft. apart.) Any good, well-drained soil will do. Grow best in full sun.

Plant Generously—Reap the Harvest

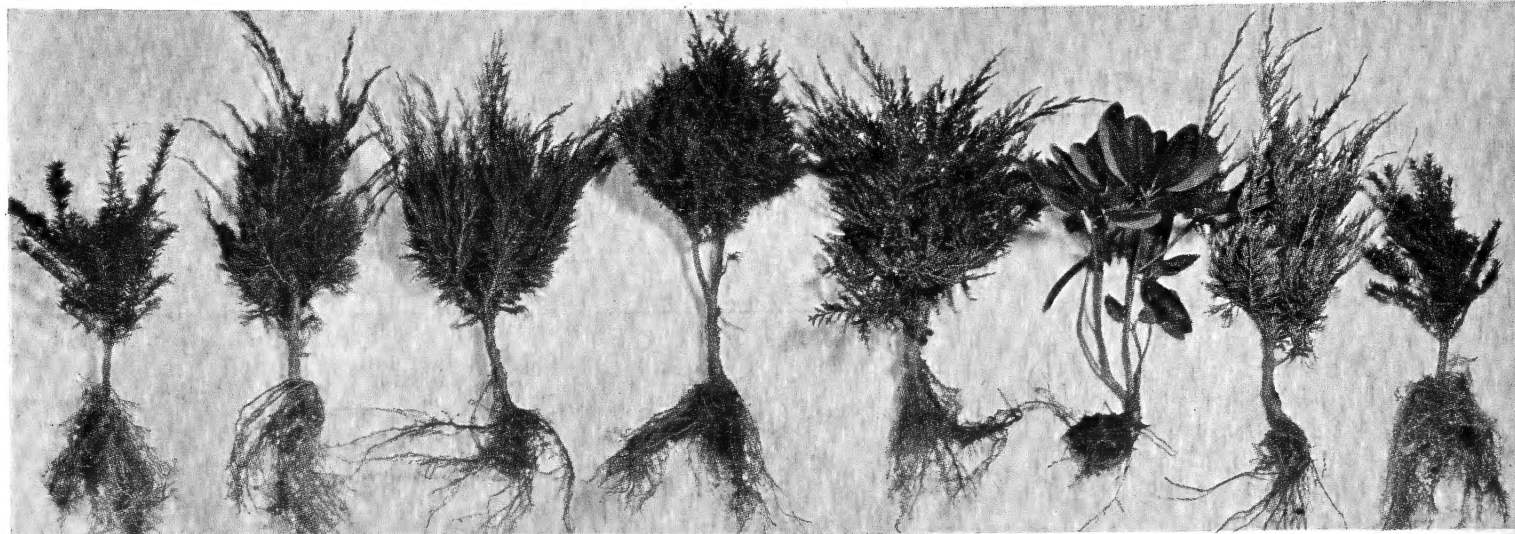
It takes little work to plant 100 evergreens with almost certain profits to you of \$400.00 in 3 years. It is not much more work to grow 500 evergreens (3 years profits \$2,000.00), with prospects of \$1,000.00 per year additional if grown longer. We offer these in lots of 20 or more plants of a kind as it is not economically practicable to cultivate and market any fewer. This is the first time we have ever released any of our choice nursery planting material to the public. Order now, as our stock will deplete rapidly.

Cole's Acid Peat Humus Mixture

For Blueberries, Rhododendrons, Broad-Leaved Evergreens, etc. A requisite for successful growing. In planting use following mixture:

Blueberry Culture. Three-quarters Cole's Peat, one-quarter soil.

Azaleas, Rhododendrons, Kalmia, Leucothoe, Pieris. One-half each. Good for lawns and general top dressing. 2-bushel bag, \$1.25.



SPREADING
YEWE

CANNART
REDCEDAR

SAVIN
JUNIPER

PLUME
CYPRESS

PURPLE SPREADING
JUNIPER

RHODODENDRON

SILVER-BLUE
PFITZER JUNIPER

UPRIGHT
YEWE

Cole's Justly Famous Junior Size Evergreens

Cole offered these well-shaped small evergreens last year and they enjoyed such tremendous popularity that we are offering the same list this year. Be sure to secure a few this spring. Quantities are low and early orders will be given preference, so order now and you won't be disappointed.

Extra husky evergreens of the desirable varieties. Perfect for immediate use, for setting out to await further maturity, or for planting in window boxes for their decorative effects. These justly famous Junior size evergreens are three to four years old, having been twice transplanted to develop masses of fibrous roots. They will quickly become sizeable specimens—doubling and tripling in value. Sent packed in moss. For quantities less than 2 each, see collection offer below.

Variety	Mature Height	Per 2	Per 5	Per 10
Silver Column Chinese Juniper (grafted type). 18 inches	15 ft.	\$1.90	\$4.25	\$8.00
Pfitzer Juniper . 15 to 20 inches spread	4 ft.	1.45	3.25	5.90
Purple Spreading Juniper (Andorra Juniper). 15 to 20 inches spread	1 ft.	1.45	3.25	5.90
Savin Juniper . 12 to 18 inches spread.....	4 ft.	1.45	3.25	5.90
Cannart Redcedar (grafted type). 12 to 18 inches	18 ft.	1.90	4.25	8.00
Irish Juniper . 12 to 18 inches	6 ft.	1.45	3.25	5.90
Plume Cypress . 15 to 18 inches	15 ft.	1.45	3.25	5.90
Hicks' Yew . 15 to 18 inches	7 ft.	1.45	3.25	5.90
Spreading Yew . 12 to 15 inches spread ..	5 ft.	1.45	3.25	5.90

SPECIAL OFFER CATAWBA RHODODENDRONS Beautiful Lavender-Pink Blooms

Healthy plants, 12 to 15 inches, grow to 5 ft.: \$1.45 for 2; \$3.25 for 5; \$5.90 for 10.

New Silver-Blue Pfitzer Juniper (Plant Patent Pending)

The outstanding evergreen introduction of recent years. Broadly compact plants are an intense, silver-blue color that attracts attention even when placed among other blue-colored evergreens. The same shadings are retained throughout the winter. Use it in foundation planting or as a lovely sheared specimen. Trim it to formal shape, or allow it to grow naturally, in its informal, but compact shape. The plants are perfectly hardy and will thrive in light shade.

Here is a plant long needed, **now available for the first time** to the public.

Cole offers a limited quantity of husky, 15- to 18-inch plants carefully packed to assure successful transplanting. **\$2.00 each; \$5.50 for 3.**

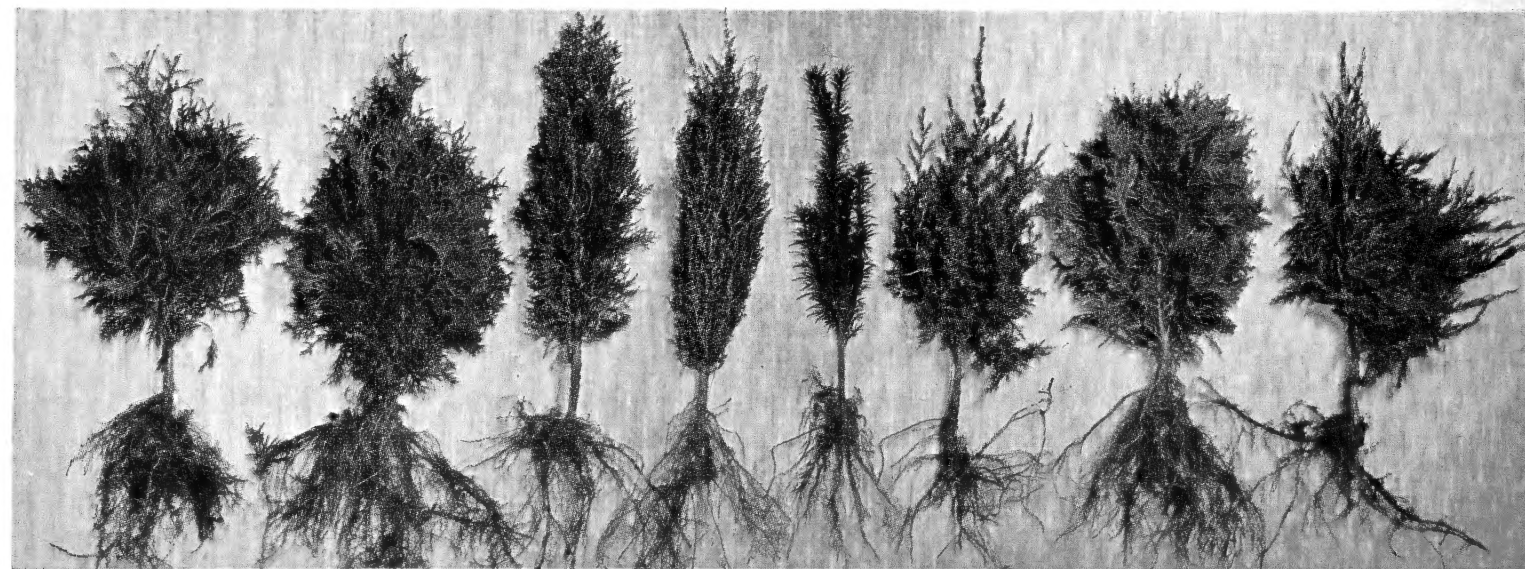
Variety	Mature Height	Per 2	Per 5	Per 10
Upright Yew . 12 to 15 inches	8 ft.	\$1.45	\$3.25	\$5.90
Pyramidal Arbor-Vitae . 18 inches	20 ft.	1.45	3.25	5.90
Dark Green American Arbor-Vitae . 18 inches	7 ft.	1.45	3.25	5.90
Woodward Globe Arbor-Vitae . 12 to 15 inches	3 ft.	1.45	3.25	5.90
Oriental Arbor-Vitae . 18 inches	12 ft.	1.45	3.25	5.90

MAKE UP YOUR OWN EVERGREEN COLLECTION

10 plants, your choice of varieties, at double the price for 5.

20 plants, your choice of varieties, at double the price for 10.

You may select the kind of plants you want and the number of each kind you want and may even order 1 each of all varieties at this special rate.



DARK GREEN AMERICAN
ARBOR-VITAE

PYRAMIDAL
ARBOR-VITAE

ORIENTAL
ARBOR-VITAE

IRISH
JUNIPER

HICKS'
YEWE

SILVER COLUMN
CHINESE JUNIPER

WOODWARD
GLOBE ARBOR-VITAE

PFITZER
JUNIPER